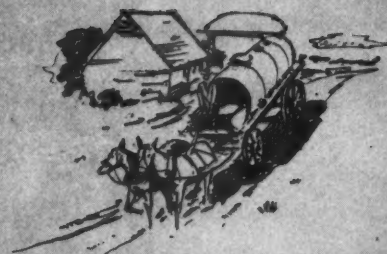
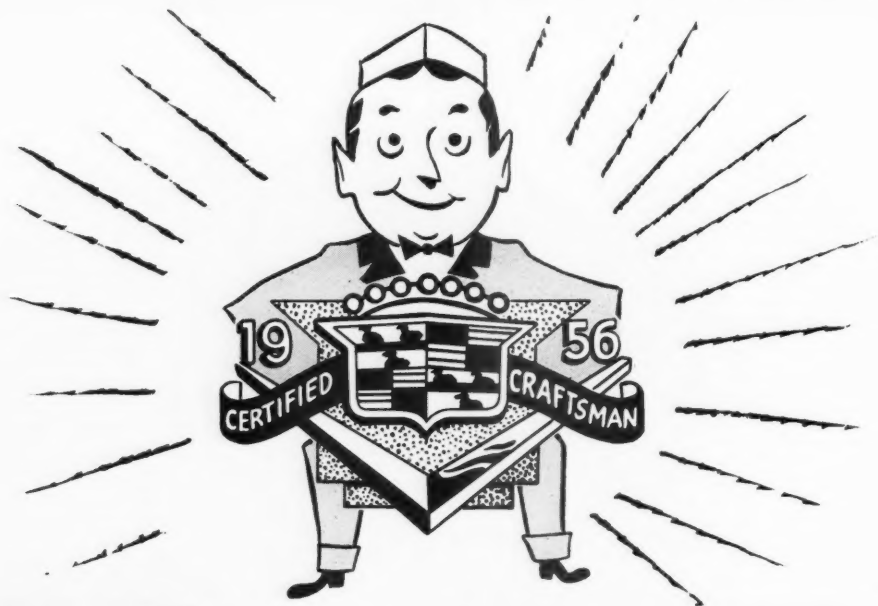


Dallas



AUGUST • 1956

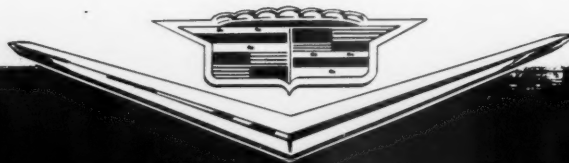




73 LONE STAR Certified Craftsmen

**Received This Award of
Excellence and Experience in
Automotive Service & Repair**

Certified Craftsmen are top-flight mechanics who are required to continue their studies of modern motor cars day in and day out... year in and year out. The Certified Craftsman designation of Lone Star Cadillac's service men PLUS the finest tools and equipment assure you of outstanding attention for your car — whatever the make!



LONE STAR CADILLAC COMPANY

ENTIRE BLOCK 2300 ROSS

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DALLAS 10, TEXAS

Dallas Pioneers



Established

1869 The Schoellkopf Company
Manufacturers and
Wholesale Distributors

1872 Dallas Transit Company
Street Railway

1874 Bolanz & Bolanz
Real Estate and Insurance

1875 First National Bank in Dallas
Banking

1875 Dallas Transfer & Term. Whse. Co.
Warehousing, Transportation,
and Distribution

1876 Trezevant & Cochran
Insurance Managers

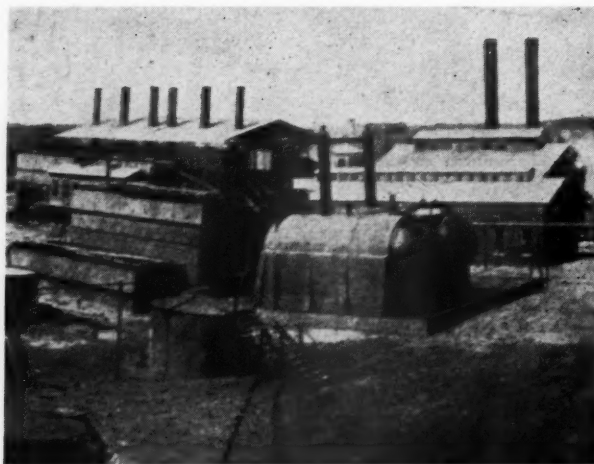
1879 Texlite, Inc.
Manufacturers of Porcelain Enamel
and Plastic Products for the
Sign and Building Industries

1884 The Dorsey Company
Printers — Lithographers
Stationers — Office Furniture

1885 Mosher Steel Company
Structural Reinforcing
Steel and Machinery Repairs

1890 William S. Henson, Inc.
Advertising Printing

1893 Oriental Laundry and Cleaners
Finer Laundering, Cleaning,
and Fur Storage



THE Cullinan Refinery, the first in the Southwest, began operating in Corsicana on Christmas Day, 1898. The above 1901 photograph shows the center section of this historic plant. Back of this small operation were a group of men including J. S. Cullinan, Calvin N. Payne, Henry C. Folger and E. R. Brown who later became giants in the oil industry. Out of this plant grew the Magnolia Petroleum Company, organized in 1911 and moved to Dallas in 1914 with E. R. Brown as its first president. While the Texas oil industry had its humble origin at the turn of the century, the Murray Company of Dallas was established in 1900 at the site of their present plant which was then reckoned to be on the industrial outskirts of Dallas. Originally set up to manufacture cotton gins and cotton gin machinery, the Murray Company branched out into other activities and in 1916, established their industrial supply division by taking over a Dallas firm that had been in business since 1907. The development of the Mexia Oil Field in 1920 stimulated the growth of Dallas as a center for oil well machinery and supplies and the Murray Company shipped substantial quantities of boilers and other equipment to the Mexia Field. As Texas industry grew, investment trends reversed from East to West and the Murray Company acquired two old Massachusetts industrial firms; in 1937, the Carver Cotton Gin Company, founded in 1807; and in 1947, the Boston Gear Works, founded in 1880. Today, its industrial supply division serves the entire Southwest and the Murray Company with its subsidiary organizations, makes up one of Dallas' major industrial payrolls.

Business Confidence Built on Years of Service

Old firms like old friends demonstrate their worth by dependable service through long periods of prosperity and adversity. The Dallas business pioneers listed on this page have progressed with the city they have helped to build. Their long and successful operations point up to the economic power and stability of the community. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.

Established

1893 Sparkman-Brown Inc.
Originally, Loudemil
Broussard and Miller

1897 Anderson Furniture Co.
Dallas' Oldest Furniture Store

1898 Lang's Floral & Nursery Co.
The Southwest's Foremost Florists
Decorators, Nursery Landscapers
Service

1900 The Murray Company of Texas, Inc.
Carver Cotton Gin Division
Boston Gear Works Division
Industrial Supply Division

1902 Hunter-Hayes Elevator Co.
Passenger, Freight and Warehouse
Elevators

1903 Smith's Detective Agency
Burglar Alarm, Fire Alarm
Radio Patrol Service

1904 T. A. Manning & Sons
Insurance Managers
Fire — Casualty

1906 Hesse Envelope Company
Manufacturers of Envelopes
and File Folders

1914 Texas Employers Insurance Association
Workmen's Compensation Insurance

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Editor

THOMAS J. McHALE
Advertising Manager

KATHERINE GAINES
Associate Editor

JOHN E. STITT
Advertising Associate

MARY JOAN KENNEY
Editorial Assistant

MAE GRAVES
Advertising Assistant

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Dallas

VOLUME 38

NUMBER 8

AUGUST

1956

ESTABLISHED IN 1922

BY THE DALLAS CHAMBER OF COMMERCE IN THE INTEREST OF DALLAS AND THE SOUTHWEST

DALLAS CHAMBER OF COMMERCE

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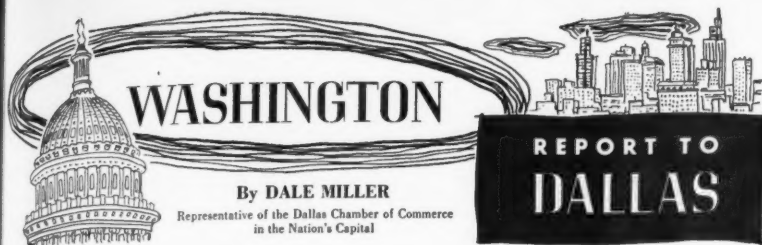
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*"Why don't you give the First in Dallas
an opportunity to say yes?"*



FIRST NATIONAL BANK IN DALLAS
Member Federal Deposit Insurance Corporation

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Mr. Stassen's Sideshow

THE political conventions have not yet run their course, at this writing, but even with the spotlights aimed at Chicago and San Francisco the denizens left behind in Washington were not rendered entirely bereft of political entertainment during August. This entertainment was supplied, with unsolicited enthusiasm, by "Childe Harold" and his one-man band, an extemporaneous act that preempted the stage and proved forthwith to be long on dissonance and short on harmony.



DALE MILLER

Just as the Republican hierarchy was preparing for its transcontinental hegira, in a spirit of beatitude and ineffable well-being, and bearing myriad thousand of "Ike and Dick" buttons in neatly ribbed packages, a blast from the rear was sounded by Harold E. Stassen, a Special Assistant to the President, no less, who was determined all of a sudden to put the nix on Nixon. Mr. Stassen is the presidential aide in charge of disarmament and the promotion of amity, so it was thus incongruous to begin with that the intraparty war was precipitated by the "Secretary of Peace." But that was only the first anomaly in a bizarre political performance.

Mr. Stassen, a man of a few thousand words, asserted that the controversial Mr. Nixon would cost the ticket several million votes, and he proposed as a substitute the Governor of Massachusetts, Christian A. Herter. The estimable Mr. Herter sought valiantly to escape, promptly offering to place Mr. Nixon's name in nomination at San Francisco, but he was inextricably caught in the web of Mr. Stassen's machinations. A pretentious "Eisenhower-Herter" headquarters promptly opened for business on one of Washington's principal thoroughfares, nine telephones were hopelessly installed, and communiques were

issued thenceforth with assembly-line regularity.

The President reacted with his usual equanimity, at least insofar as his public statements were concerned. He either granted, or ordered, a four-weeks leave of absence for his dissident contemporary, and he asserted that while Mr. Nixon was acceptable to him now as he was in 1952 he of course believed in an "open" convention. Privately, however, it is known that he was acutely nettled, not because of the attack on Mr. Nixon *per se* but because of the inexplicably poor timing of the Stassen outburst on the very eve of the convention. Furthermore, he was considerably annoyed that the spectacular political bomb was detonated just as he was participating in the important Panama conference, which had the effect of substituting high jinks for high statesmanship on the front pages of the nation's press.

If President Eisenhower were merely nettled, the Republican high command otherwise was as incensed as a wounded javelina. They excoriated Mr. Stassen and praised Mr. Nixon, and if some of the statements rang a bit hollow they had to be voiced nevertheless. They already had too many buttons printed, for one thing; and in any event a show of unity and harmony had been carefully prescribed for the convention. Their principal grievance against Mr. Stassen derived, of course, from his agitation of the most sensitive nerve in their political organism — the issue of the President's health. It was clear that Mr. Nixon would not have merited such attention as a relatively obscure Vice President; it was only because of the possibility of his succession to the Presidency that the attack was instituted and widely publicized. Thus, the spotlight of national attention was again focused on the President's health — and this time by a prominent member of his own official family. Moreover, the discomfort of the party chieftains was by no means alleviated by their awareness of the fact that

much of the doubt expressed as to Mr. Nixon's popularity is probably true.

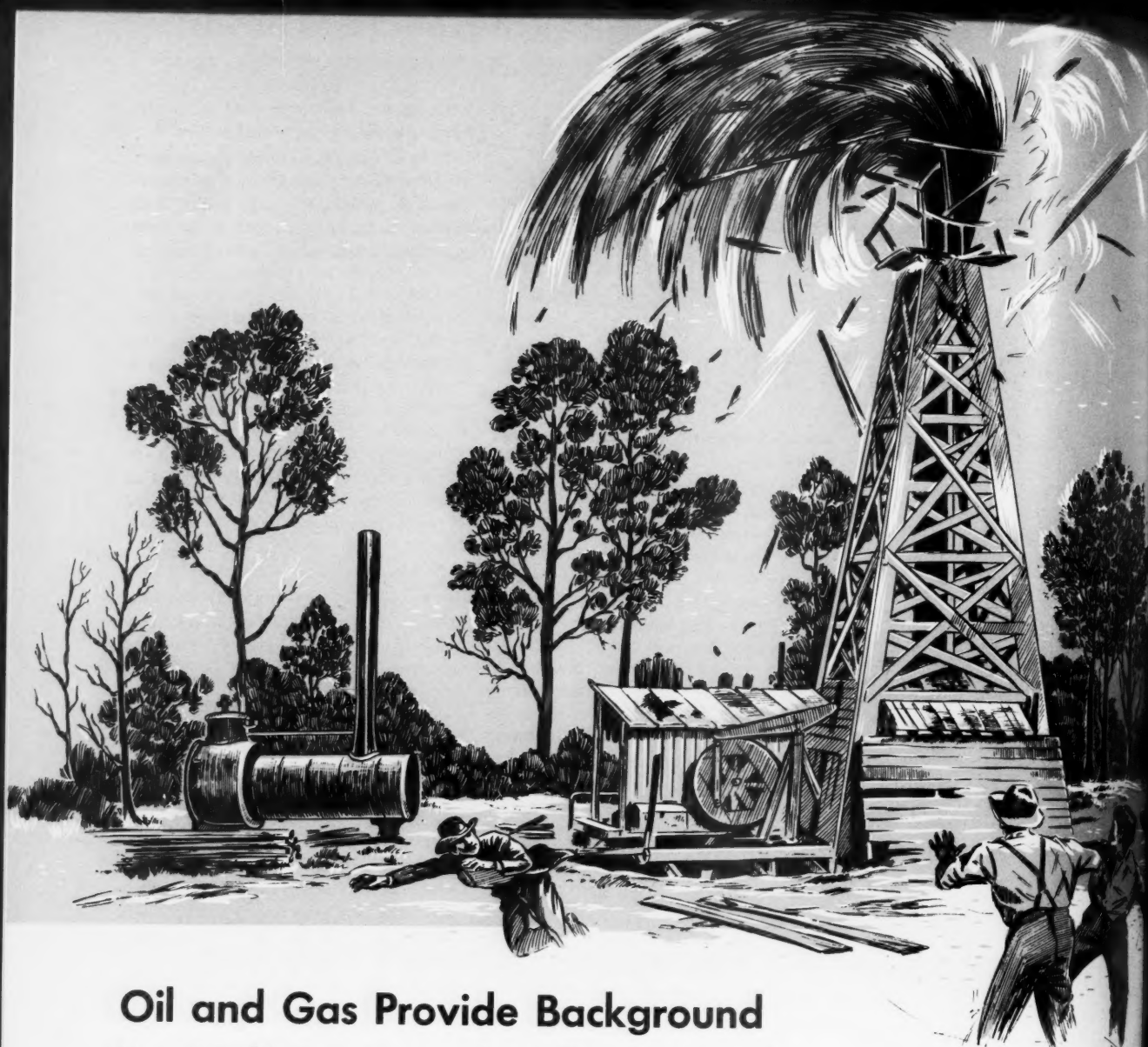
To those who know Harold Stassen best, his importunate performance is understandable. Although he has held a high position in the Administration, he has been in comparative eclipse in recent years, and he was never the type to flower in political darkness. His career has been one of precocity in politics. He was elected to the first of three terms as Governor of Minnesota when he was only 31; he was a lieutenant commander in the Naval Reserve at 35, candidate for President at 41, President of the University of Pennsylvania at 42, and Special Assistant to the President at 48. Now only 49, he is at an age when many men commence the type of political career which is already behind him.

So what makes Harold run? Well, here again is the familiar pattern of politics, the struggle for power that exploits a current campaign for the preferments that may be seized thereafter. In last month's issue of DALLAS an article on this page titled "The Struggle for Power" sought to analyze the conflict within the Democratic Party as it approached the nominating convention. It was pointed out then that "behind the struggle for the nomination itself is an even more coveted prize — control of the party organization during the next four years." What was said then of the developing Stevenson-Harriman contest within

Harold and his one-man band: Discordant notes in the Republicans' harmony program.

the Democratic organization can be repeated now of the Nixon-Stassen controversy within the Republican Party. The objective is not immediate but long-range, with party leadership the eventual prize.

It would be difficult to believe that Mr. Stassen would institute a campaign against an incumbent Vice President only a month before his scheduled re-nomination, with any serious thought that the convention would repudiate the Vice President and nominate a candidate of his personal selection. His purpose can only be to undermine Mr. Nixon's role of heir apparent progressively during the months and years ahead, and to arrogate unto himself the leadership which President Eisenhower will be compelled to relinquish by the exigencies of time.



Oil and Gas Provide Background For Half Century of Dallas Growth

By Tom McHale

OIL and Gas provide the background for one of the most dramatic chapters in "The Dallas Story." The petroleum industry had its humble beginning at Titusville, Pennsylvania — just three years after the City of Dallas was incorporated. More than half a century elapsed after the Drake Well came in before Dallas even started to be a factor in the oil industry.

Even through the 1890's, commercial oil activity in the United States centered East of the Mississippi — and geologists were of the opinion it would stay there. Then — oil was discovered at Corsicana — and Texas' first commercial oil refinery began operating in 1898 — to set a chain of events in motion that resulted in the

evolution of the Magnolia Petroleum Company — and the growth of Dallas during the next half-century into one of the major centers of world petroleum.

When the Lucas Gusher blew in at Spindletop in 1901 — it created a world-wide sensation. It also shifted the center of petroleum production to Texas and the Southwest. From the first Texas well drilled in 1866 in Nacogdoches County through 1955 — Texas has produced 18,750,000,000 barrels of oil. In terms of payrolls and cash income the oil industry has played a tremendous part in building Texas. Since the first production tax was enacted in 1905, petroleum producers have paid over \$1,000,000,000 into the state treasury. Through the years, as im-

portant segments of the oil and gas industry have gravitated to Dallas, its impact has loomed larger in Dallas' economy. Current payrolls of the oil and gas industry in Dallas exceed \$87,000,000 annually.

Today — there are about nine cities in the world in which the "big business decisions" of the petroleum industry are made. Dallas is universally recognized as one of these world focal points of the industry along with London, New York, Chicago, Philadelphia, Pittsburgh, Houston, Los Angeles and San Francisco.

Barkleys Petroleum Directory, 1954-55 lists 1,015 Dallas firms in the categories of oil and royalty companies, drilling contractors and geologists. Dallas is a leading center of geophysical research and petroleum financing. It is one of the leading headquarters cities in the nation for the oil well supply and service industry. It is

one of the nations leading legal centers for petroleum and the ramifications of its service in oil and natural gas cover almost every phase of the industry.

An ever increasing share of the oil industry's total operations in Dallas involves joint ventures which require inter-company agreements between bankers and related service businesses. By way of illustration, an off-shore drilling operation in the Gulf of Mexico, or an exploration venture in Canada, may easily involve a major company with headquarters in Dallas, another with headquarters in New York, and a third with headquarters in Chicago. It may involve geologists in Dallas, as well as bankers in New York, Chicago and Dallas, and also lawyers in the three different cities. Negotiations may be opened at a conference in Dallas, and adjourned for further discussion in New

York. Not infrequently, the venture may also require meetings in London, Calgary or Los Angeles.

York. Not infrequently, the venture may also require meetings in London, Calgary or Los Angeles.

The "WHY" of Dallas' position as a center of world petroleum provides another insight into the basic reasons for Dallas' phenomenal growth in the space of a century. No oil has ever been produced in Dallas County and Dallas has never been the focal point of an oil boom. The oil industry has gravitated to Dallas at an accelerated pace during the past few decades because of its basic industrial advantages. Strategic location in the center of the U. S. Petroleum Industry's most active region, transportation and commun-

ications, financing and service advantages. These are the things that have made Dallas, more and more, the headquarters city in the Southwest for the petroleum industry. Even more important — the ramifications of the oil business in Dallas have become world-wide and the future of Dallas as an oil center is linked to the future of world petroleum.

The global scope of the Dallas oil industry is reflected in the world-wide operations of such firms as De Golyer & McNaughton and their extensive production data on every oil field in the world since 1928. It shows up in field parties and technical equipment of Geophysical Service Inc., operating from Northern Canada to Saudi, Arabia. It appears in Dallas datelines of the "PETROLEUM ENGINEER" carrying technical information on oil to the ends of the earth. It is

Magnolia Petroleum Company, organized in 1911. When their general offices moved to Dallas in 1914 Dallas began its modern development as an oil center.

Perhaps more than any other single company, the story of the development of Magnolia also carries the story of Dallas' rise as an oil center. The Corsicana discovery, which resulted in the founding of Magnolia, was never spectacular and could scarcely be called a boom. Certainly not in comparison with the hectic, unbridled oil booms that were to come during the next 35 years at Spindletop, Ranger, Burkburnett, Electra and East Texas. But it was Texas' first commercial oil field and it attracted the attention of the oil world to Texas. It has appropriately been called the curtain raiser to a new era.

As the Corsicana Field developed, the need for a refinery became pressing. Some

of the oil produced from the field was loaded into tank cars and shipped to refining areas in the Ohio Valley and the Eastern Seaboard. There the kerosene was extracted from it, that being the most valuable product in that day, and placed on the markets — including Texas. It would be advantageous for the producers and distributors to process it at Corsicana, so the mayor of that city wrote to J. S. Cullinan of Washington, Pennsylvania to come to Corsicana and survey the possibilities for a refinery.

The first efforts of Cullinan to finance the refinery met with failure because his backers read some geological reports that held that because of the peculiar formations of Texas soil, oil in paying quantities would never be found there. Through Cal-



THIS IS THOUGHT TO BE THE FIRST PICTURE ever taken of the men who built and operated Texas' first refinery at Corsicana. Shown about 1899 these include J. S. Cullinan, extreme left, who later founded the Texas Company and E. R. Brown, sixth from right, superintendent of the refinery and the first president of Magnolia.

Oil played a minor part in Dallas economic life during the first half-century of its existence. In 1885 — a few mule drawn wagons dispensing kerosene for the Waters-Pierce Oil Company made up the entire Dallas industry. When E. R. Brown fired up the stills in the Cullinan Refinery at Corsicana on Christmas Day in 1898 — he set the stage for the oil future of Dallas. Out of this operation grew the

Since 1866 . . . 18,750,000,000 Barrels of Texas Oil

vin N. Payne and Henry C. Folger, he finally raised \$150,000 to finance the project and brought a young man from the Standard Refinery at Olean, New York, E. R. Brown, to build and operate the refinery.

The Corsicana refinery rocked along and prospered. There Mr. Cullinan and his associates made two notable "firsts" in the use of oil. Fuel oil was used to fire a locomotive on the Cotton Belt Railroad in a run between Corsicana and Hillsboro, and the streets of the town were treated with oil successfully, so that Corsicana was provided with dustless streets.

Following the development of the Spindletop field after 1901, Mr. Cullinan left the company and E. R. Brown took over the management of the properties. As a result of that field a later refinery developed into the present Magnolia Refinery at Beaumont.

From a small producer of crude oil in the Corsicana area and later from a few small fields in North Texas, Magnolia has become one of the major crude producers in the Southwest. When the company first established its marketing organization in Dallas in 1911 there were 250 people on the entire payroll of the firm.

Today Magnolia is an integrated oil company engaged in exploration for crude oil, and the production, refining and marketing of petroleum products, with Magnolia Pipe Line Company, its subsidiary,

a common carrier of both crude oil and its products.

Magnolia gave Dallas its first major oil marketing organization, its first oil producing and refining organization and its first metropolitan size office building. For many years the "Flying Red Horse" has been and still remains one of the major landmarks of Dallas, the symbol of its rise in a half-century from a small town to a major oil center.

The first issue of DALLAS Magazine published in January, 1922, carried two stories that had a tremendous bearing on Dallas oil future. The first announced the moving of the Humphreys Oil Interests to Dallas. Colonel E. A. Humphreys was the developer of the Mexia Field and one of the first leading independents to locate here. The second carried the story of the Magnolia Building, then under construction and opened in June of that year, the fourth largest building in the nation outside New York City. That same issue also carried a full page map showing Dallas as the center of oil production in the Southwest and pointing up the logical advantages Dallas presented as an oil headquarters city.

In the meantime Sun Oil Company had moved their central offices in the Southwest from Mineral Wells to Dallas in 1918 and Atlantic established an office in Dallas in 1919. New fields were opening up in Dallas expanding trade area. In 1921, Texas annual oil production topped 100,-

PICKS AND SHOVELS harnessed to mule power and man power. A pick and shovel job, this 1909 photograph shows construction on Lone Star Gas Company's first gas transmission line to Dallas from the Petrolia Field in Clay County which brought Dallas its first natural gas in April, 1910.



000,000 barrels for the first time. Magnolia, Sun and Atlantic, Dallas major oil operations were growing and independents were coming in larger numbers. The oil well supply industry was developing in the meantime. By 1930, Texas oil production exceeded 290,000,000 barrels annually.

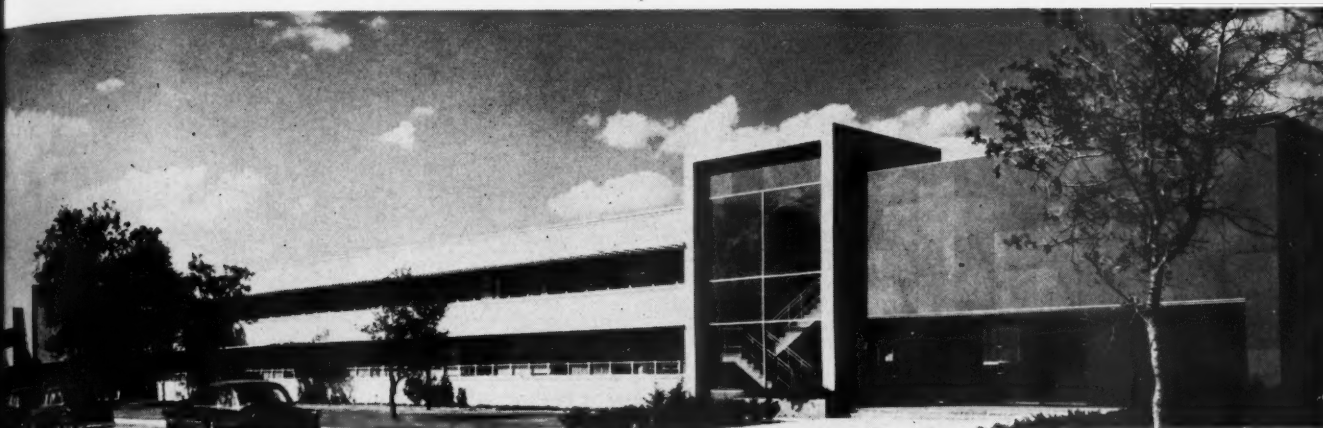
Then the East Texas Oil Field, the largest yet discovered, brought new income and oil activity into Dallas during the depth of the depression. Independent oil operators, drilling contractors and service organizations set up offices in Dallas. Headquarters groups moved here from Tulsa and Oklahoma City and Dallas Banks assumed national stature in oil financing. At the end of 1955 a survey showed that some \$247,000,000 was on the books in oil loans in major Dallas banks out of a total outlay of \$938,000,000. In addition some \$140,000,000 was reported held against oil properties by insurance companies and other investment firms in the city.

Another development which indicates the financial maturity of the oil industry and the expanding position of Dallas in oil financing is the growing number of "independent" companies owned by diversified groups of investors. No longer is stock ownership in the oil industry confined to securities of major companies listed on the New York Stock Exchange. The financial management and analysis factors available in Dallas make this a growing center for this type of oil development.

A case in point is reflected in the current statement of the Nortex Oil and Gas Corporation. This company began operating in 1954 and is engaged in drilling and production. It plans to be a leader in the application of secondary recovery and

ANOTHER SHOW PLACE of the oil industry in Dallas, the photograph below shows the General Offices of the American Liberty Oil Company at Gillespie and Cedar Springs.





OUT OF THIS IMPRESSIVE HEADQUARTERS BUILDING of Geophysical Service Inc., at 5900 Lemmon Avenue radiate the world-wide activity that help make Dallas the nation's second largest center of geophysical research.

pressure maintenance. The estimated oil reserves of this company rose from 500,000 barrels in December, 1954, to almost a million barrels in December of 1955. The estimates of geological and engineering experts regarding this firm and others are accepted in the industry and point up the fact that reserves in the ground are no longer a mystery — and occupy the same position for the future and warehouses stocks in being.

Indicative of Dallas' present position as one of the world focal points for the petroleum industry is the fact that it is the headquarters city for the American Association of Oil Well Drilling Contractors, the Production Division of The American Petroleum Institute, the Petroleum Branch of the American Institute of Mining and Metallurgical Engineers, The Texas Mid-Continent Oil and Gas Association, the Gulf Southwest District of the Oil Industry Information Committee, The Southern Gas Association and Region VI Engineering Field Studies Branch of the US Bureau of Mines.

A number of the oil industry's leading publications including *THE PETROLEUM ENGINEER*, *DRILLING*, *JOURNAL OF PETROLEUM TECHNOLOGY*, *RINEHART OIL NEWS* AND *FIVE STAR OIL REPORTS* are published in Dallas. The *Oil and Gas Journal* has regional offices here.

Larger companies with headquarters in Dallas include Magnolia Petroleum with corporate offices and research laboratories; Sun Oil Company, with Southwestern production division headquarters and research laboratories; Atlantic Refining Co. with production and pipe line division headquarters and research laboratory; Seaboard Oil Company with U. S. and Canadian operations headquarters, and British-American Oil Company and Toronto Pipe Line Company with U. S. Headquarters.

Dallas is also headquarters for leading independents such as American Liberty Oil Company, Delhi-Taylor Oil Company, General American Oil Company, Hunt Oil Company, Jake L. Hamon, Edwin L. Cox and Harry Bass and others who are recognized leaders in the industry. A check of Dallas major office buildings would reveal a tremendous number of other independents and drilling contractors directing operations over the entire oil world.

Natural gas also provides Dallas substantial payrolls and a prime industrial asset in low cost fuel. Operating and executive headquarters of the Lone Star Gas Company point up Dallas' position in this industry. Lone Star serves 452 towns in Texas and Oklahoma through 18,000 miles of transmission and gathering lines, and distribution mains. Dallas is completely encircled by a web-like network of mains to supply natural gas. It is also headquarters for The Southern Union Gas Company, Republic Natural Gas Company, Three States Natural Gas Company, Aztec Oil Company and other gathering lines that are subsidiaries of operating companies.

Back in June, 1874, when the Dallas City Gas & Light Works began operating, the company had signed up about 200 cus-

tomers. For the official turning on of the gas at the city's "Gas Works," civic leaders assembled in an area floodlighted by the very gas the company manufactured. Gas was turned into wooden distribution mains and a corps of specially drilled workmen climbed ladders to light the street lamps.

From the beginning of natural gas service to Dallas the name of Lone Star Gas Company has been closely associated with the development of this fuel here and elsewhere. By acquisition of gas acreage and construction of the Petrolia Pipeline, Lone Star became the Southwestern pioneer in the long distance transmission of natural gas from fields to local distribution systems.

On March 1, 1927, Lone Star Gas acquired the Dallas Gas Company, but the local name was retained. In early 1943, the Lone Star System was reorganized and the name of the Dallas Gas Company was dropped.

Oil brings dollars into Dallas from over the entire world because Dallas is equipped to serve the oil industry. Its growth has been sure, solid and steady. Dallas is the geographic hub of the U. S. Petroleum Industry's most active region. Its basic trade area has 79 per cent of the U. S. total of petroleum reserves, 82.3 per cent of the active drilling rigs and 77.7 per cent of the nation's core drilling activities.

THIS AIR VIEW of Humble Oil & Refining Company's Irving Products Terminal, the terminus of the Baytown-Irving products pipeline, shows one of the largest bulk plants in Texas serving the Dallas-Fort Worth Area.



"W HEN 'Colonel' Drake drilled his famous well which started the oil industry, his supply store was a local blacksmith, Uncle Billy Smith. So Drake really discovered two things: That oil could be produced by drilling for it, and that a lot of very special equipment was needed on the spot.

"For the next couple of years as derricks began to sprout up and down Oil Creek, blacksmiths continued to be the suppliers of the infant oil industry and every driller designed or improved his own equipment. But it was soon evident that something more was needed, and so the supply industry was born.

"And the very first supply firm is still going strong and has been operating and expanding continuously since its founding back in the dark ages of the Oil Industry. Now known as the Oil Well Supply Division of the United States Steel Corporation, and now in its ninety-sixth year, it established its first store west of the Mississippi at Corsicana in 1897 and moved its headquarters to Dallas in 1932."

The foregoing from "The Oil and Gas Journal" of May 26, 1952 — also carries the essential story of the development of Dallas as one of the nation's important oil field supply centers. Some of Dallas' most important oil tool and equipment manufacturers such as Wyatt, Glitsch and Mayhew started in small blacksmith and machine shops. Others such as Oil Well, Guiberson and Continental Supply, which moved their headquarters here in 1933, came after developing elsewhere. And Dresser Industries, one of the largest and most recent arrivals, has added tremend-

It All Started . . .

IN A BLACKSMITH SHOP

The Giants of Today's Supply Industry Evolved From the Humble Smithy

ously to Dallas' national stature in this field.

Dallas expanding position as one of the nation's leading centers of oil field service and supply has come about for the same reason that it became a major oil center. Strategic location, transportation, communications, financing, the same factors that have given Dallas leadership in distribution in the Southwest. Local firms have developed and national firms have moved in because Dallas provides the logical headquarters city in the Southwest for service to the oil industry.

Dallas has grown as a supply center because of the expansion of the oil industry in its trade area. Before and after the turn of the century the industrial supply firms of Dallas served primarily the cotton industry and lumber industry. The oil field supply business really began in earnest when the Mexia Field came in and The Murray Company and Briggs Weaver began serving the oil industry there. As other fields developed, sales offices of the larger supply firms moved in. At the same time local firms expanded and developed. Today — three full pages of the Dallas Telephone Directory are devoted to oil well service and supply.

A few case histories of individual firms serve best to illustrate how this industry has grown here. Fritz W. Glitsch & Sons, Inc., manufacturers of refining equipment used by the petroleum, petro-chemical and chemical refining industries, traces its origin back to a one-man machine shop established by Fritz Glitsch Sr. in 1913 in the basement of the old Wilkins Truck Company Building. Fritz Glitsch Sr. learned his trade from 1898 to 1911 under his step-father, Jas. H. McEvoy, in the pioneer Dallas Machine Shop of Dillier & McEvoy. He later moved his shop to 1647 Pacific on the present triangle west of the Republic Bank. His sons Hans and Fritz Jr. grew up in the shop, attended Texas A. & M. where they took engineering degrees and returned to Dallas in 1930 to become associated with the business.

Fritz Glitsch first started making production oil tool equipment in 1920 and moved to a plant on Caroline Street in 1923. In 1936, the firm entered the field of chemical and petroleum refinery equipment and moved to its present plant at 4800 Singleton Boulevard in 1948. Today — the firm employees between 550 and 600 and the third generation of the Glitsch family is represented in the plant by

AIR VIEW of the plant of Security Engineering Division of Dresser Industries. Located in the Santa Fe Industrial District in Oak Cliff this plant is equipped for the manufacture of Security's 3-cutter rock bits.





THIS FRONTAL VIEW shows the Garland Works of Oil Well Supply Division of U. S. Steel Corporation. Serving an eight state area, this plant has facilities for service, manufacturing and modification and tremendous back-up stocks for "Oilwell" stores in the Southwest.

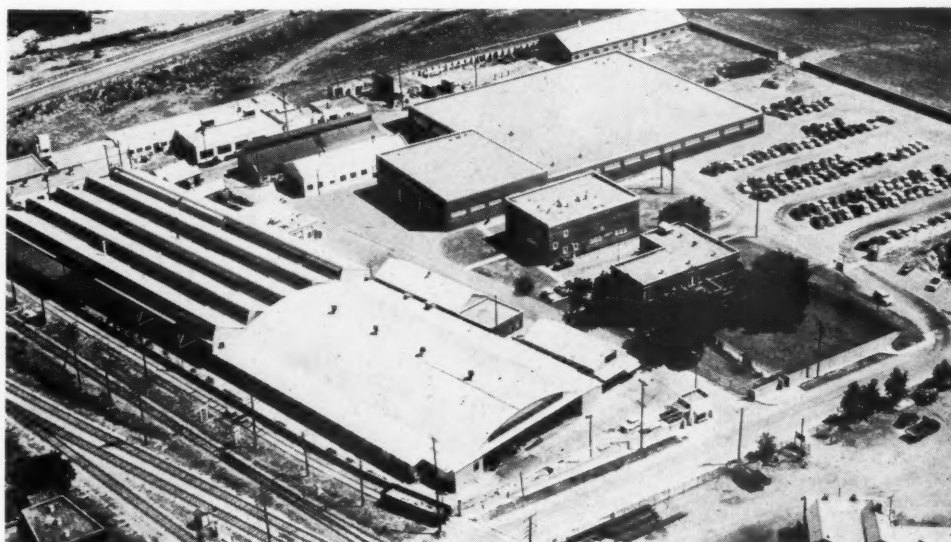
Michael Glitsch, an A. & M. engineering graduate and a grandson of the founder.

The Guiberson Corporation of Dallas traces its origin to California in 1910 when S. A. Guiberson, Jr. entered into an agreement with W. H. Mills of Coalinga, California, for the manufacture of what was later known as the Guiberson Casing Tong. A short time later, Mr. Guiberson took over the exclusive right outside of California for the Baker casing shoe. In 1913 he entered into an agreement with L. L. Richard for exclusive rights on his inventions the automatic tubing catcher. Then followed his agreement with Mr. W. H. Whittier, who invented the rotary tool joint. These four famous tools formed the nucleus for the business.

Mr. Guiberson enlisted the services of his two brothers, N. G. Guiberson and W. R. Guiberson and his brother-in-law, R. S. Haseltine. They realized that the Mid-Continent Field was their best market and moved into the area with a sales organization. Their principal markets were Tulsa and Houston and in 1919 they chose Dallas as their factory location because of its central location in the Mid-Continent Area. From a small plant in Dallas in 1919, the Guiberson organization has grown to one of the largest manufacturers of oil tool specialties in the industries and their business is now world-wide.

The operations of this firm also illustrate the evolution of the highly technical supply industry from the know-how and experience of men who were pioneers in drilling for oil. S. A. Guiberson first entered the oil business as a tool dresser for a 'wildcat' crew of the Union Oil Company in California in 1897. His early day operations were based on the actual use of new inventions and 'rule-of-thumb' improvements developed in the field. Today—these methods have been supplanted by scientific research and control in the Guiberson plant and others throughout the industry.

(Continued on Page 32)



GUIBERSON DRILLING and production tools are manufactured and shipped over the world from this plant located at 1000 Forest Avenue. One of Dallas' pioneer oil tool manufacturers, Guiberson began their operations here in 1919.

FRITZ W. GLITSCH & SONS, located at 4800 Singleton Boulevard, employs almost 600 workers and manufactures refining equipment used by the petroleum, petro-chemical and chemical refining industries.





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DALLAS

MEN IN OIL

by
Francis Raffetto



JAKE L. HAMON

Jake L. Hamon is another oil titan who started the hard way — as a roustabout at Ranger. Still comparatively young, he has 35 years experience as an oil producer. In 1934, at 32, he was the youngest director ever named to the American Petroleum Institute.

Incidentally, last November, Jake L. Hamon was named chairman of the board of that institution. He said then, "Being successful or unsuccessful in the oil business is dependent on hard work and luck . . . I love the business, though, and despite

the tough competition and its problems, I'm in it to stay."

Hamon was born in Lawton, Okla., and studied law at the University of Chicago. He drilled his first independent well at 18, however. His successful 20-odd year partnership with Edwin Cox was dissolved about eight years ago, but they still take occasional deals together.

Now, Jake L. Hamon either drills or participates in the drilling of some 100 wells a year. He has an organization of 135 people, has production offices in

(Continued on Page 22)

GRADY H. VAUGHN

Although Grady H. Vaughn passed away in November, 1955, a fitting monument to his achievements in the oil industry lies in the continued success of the Vaughn enterprises under his two sons, Jack Vaughn and Grady H. Vaughn Jr. and in the Dallas Vaughn building, now under construction.

Back in Little River County, Arkansas, Vaughn's schoolteacher father wanted him to be a doctor, but instead, the 17-year-old in 1908 became a roughneck for the Gulf Oil Company. He learned the busi-

ness from the ground up and down, and between 1931 and 1938 organized four companies for the production, exploration, transmission and drilling of oil.

After army combat in World War I, Grady H. Vaughn began his independent drilling with a second-hand rig "wore out before I was born." But experience and pluck had multiplied it to 15 rigs when East Texas boomed.

During World War II, Vaughn served as petroleum coordinator for six states, deciding where and when to drill, spacing,

(Continued on Page 22)



SAM M. GLADNEY

If the young Sam M. Gladney had found it easier to collect fees for his country doctor father about 40 years ago in Terrell, Sun Oil Company might have lost one of its best men to the medical profession.

As it was, the young Gladney started as a clerk on June 11, 1919 at \$90 a month with the brand new company in Dallas. He first had hoped to join his older brother Don, and a cousin, George C. Greer at Magnolia, but Don announced "I don't want any more kinfolk on the same payroll."

Sam Gladney's rise to manager of the big Southwest Production Division of Sun Oil was steady and methodical. After early stretches in company accounting and auditing he became a scout and lease buyer in 1920 in the Mexia Field. Here, he enhanced himself with more kinfolk when he paid them 25c an acre for drilling rights — only to have competitors give their neighbors \$100 an acre.

In Arkansas for Sun Oil for 10 years, he became head of the company's land department in Tyler in 1930, returned "home" to Dallas in 1939 and became

(Continued on Page 22)



CLINT MURCHISON



Clint W. Murchison could be literally called a "living legend." How else to describe a man who came to Fort Worth in 1919 with "nothing in his pockets but his hands" and wound up controlling a \$300 million industrial empire.

Characterized by FORTUNE as "The Big Wheeler Dealer from Dallas" in a series of two feature articles — Clint Murchison not only provides an outstanding example of a successful Texas oil man branching out into big time industrial deals. His empire points up the fact that the Southwest has become one of the nation's great centers of risk capital.

Born in Athens, the son of a small town banker, Clint Murchison got out from behind a teller's window and began trading in his late teens. Out of the Army in World

War I, he entered the oil business with his fellow townsman, Sid Richardson at Wichita Falls as a lease trader.

He accumulated enough money in the oil business to sell out in 1925 for \$5,000,000 and retire to San Antonio. The death of his first wife in 1927 brought him back into active business in search of "something to do" — and he participated in the development of a number of Texas Oil Fields including East Texas.

Branching out into other fields, he displayed the same genius and daring that brought him success in the oil business. In 1953 — Fortune Magazine listed 37 business enterprises owned wholly or substantially by Murchison — with about half in the oil and gas industry. He has successfully taken over insurance companies.

(Continued on Page 22)

HARRY BASS



Harry W. Bass, independent oil operator with interests as far as Canada, earned his first quarter by yelling louder than the other boys for a medicine show barker in Enid, Okla. More important, he saved 20c of the quarter for the future — and adopted that as a sound principle for the years ahead.

Bass was a young paying and receiving teller in an Enid bank in 1919 when an oil worker shoved his monthly check through the window. A quick mental comparison — and the oil industry had a new recruit.

Starting as an office boy for Champlin and Winkler Drilling Company, Bass shortly went to Ranger as warehouse manager — and drilling crew boarding house

manager. Through savings, he bought 5 per cent stock interest, and soon was looking after five rigs. When Winkler retired, the firm became Champlin and Bass.

The oil trail led through Chickasha, Duncan, Holdenville, Hobbs, N. M. — and then East Texas set the oil world dizzy. In 1932, Harry Bass moved to Dallas, from where he watched his operations in five states. He formed other companies and sent rigs to Canada's new Princess field in 1941. When Champlin died about 1947, Harry Bass acquired complete ownership of all the drilling equipment.

Now, there's a 6,000-acre ranch in McLennan County for relaxation and a hobby — and the oilman has established scholarships at the University of Okla.

(Continued on Page 22)

AL MEADOWS

If in 1919 Algur Hurtle (Al) Meadows had had a passport and could have sailed as chief cook on the steamer Cousa, between New Orleans and Caribbean ports, he might never have got into the oil business.

Meadows had left a promising job with a Ford agency in Metter, Ga., to go roaming with a friend and, without necessary passports, they sat on the dock eating bananas and watched their ship — and their jobs — sail for distant horizons.

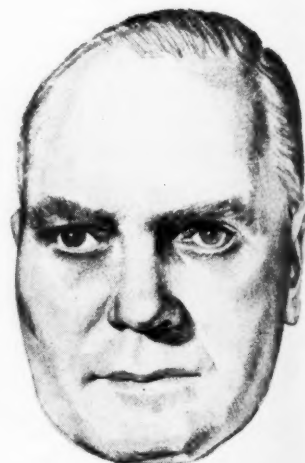
About 35 years later in 1955, the same Al Meadows, chairman of the General American Oil Company's executive committee, proudly presided at the opening of the \$4 million Meadows Building, an attractive, beautifully landscaped edifice out Central Expressway.

And the old urge to travel must have been assuaged in 1948, for instance, when the Meadows family comfortably cruised to Japan and the Orient for a leisurely visit.

In Shreveport, back about 1926, Al Meadows and a fellow evening school student, Ralph G. Trippett, went on to pass the state bar examinations together. Then, taking advantage of the new Uniform Small Loan Law, they founded the General Finance Company in 1928, which three months later was capitalized at \$200,000, and began to expand with branches finally in nine Louisiana and Texas cities.

With the depression and an estimated 50 per cent of the company's paid-out loans deemed uncollectable, Trippett, pres-

(Continued on Page 22)



DALLAS • AUGUST, 1958

E. L. DE GOLYER

A poll of oil industry leaders today would probably establish unanimously that the one man who has done most to take the gamble out of oil exploration and to extend vitally needed reserves is Everett Lee DeGolyer.

The list of accomplishments and honors of this almost legendary figure is too massive to catalog here. One thinks of such descriptive phrases as "world-famed petroleum geologist, financier, scholar, patron of the arts," ad infinitum.

DeGolyer was born in a sod house near Greensburg, Kan., on Oct. 9, 1886. As a lad he "roughnecked" in restaurants run by his father, John William DeGolyer, in Missouri and Oklahoma towns. In the University of Oklahoma (he was inducted

into the Oklahoma Hall of Fame in 1952) he signed up for physical geography to avoid Latin — and the die was cast.

Among his achievements: as a college undergraduate he brought in for Viscount Cowdray's Mexican Eagle Oil Company the biggest oil producing well in the world; at 33, he organized a United States branch, the Amerada Corporation, searching for oil on the Gulf Coast, he organized Geophysical Service, Inc., a pioneer in a now crowded field, and later introduced the torsion balance and the modern magnetometer into the United States.

The man described by Bennett Cerf as "probably the most colorful figure in all Dallas," has served his government in different capacities — as assistant petrol-

(Continued on Page 22)



JOHN L. LATIMER

When John Leslie Latimer, a skinny, 118-pound, 18-year-old from Olean, N. Y. started his Magnolia Petroleum Company job on the loading rack at Thrall, Texas, for 25c an hour — took a good look around and wanted to quit. But the railroad had lost his trunk with all his belongings — and so he waited. This year, his Magnolia associates honored Slats Latimer, Magnolia's fourth president, with a surprise luncheon on his 40th anniversary with the company.

In his Magnolia career, Slats, nicknamed by Gene Bedford, office employee and later SMU star end, has been oiler, engineer, gauger, tank strapper, oil solicitor, scout, foreman, superintendent — and president. As a single man, the first 10

years with company meant hopping from one installation to another all over Texas and Oklahoma. Now, the head of the vast system of producing wells, refineries and pipelines sees that earlier migratory experience as a blessing — and a source of priceless first-hand knowledge.

World War I brought Slats to the U. S. Navy, which assigned the embryonic oil executive to heaving coal on an old cruiser. Later, Slats might have taken a job in Akron, except that Magnolia had paid one-fourth wages to all single employees in the service — and the young man felt a debt of gratitude.

In 1924, T. J. Fitch, head of Magnolia's pipeline department told Latimer, "We want to lay a welded line from Luling to

(Continued on Page 22)



H. L. HUNT

Quiet, soft spoken and reserved, Haralson Lafayette Hunt directs the operations of a far-flung oil production organization from Dallas with the scholarly manner of a statistician. Generally regarded as one of the most astute oil men in the nation, his operations exceed in size a number of major oil companies and provide one of Dallas' most substantial "independent" payrolls. He drills, produces, operates networks of pipe lines and refineries and gasoline plants.

His reputation as one of the nation's richest men has overshadowed the fact that within the industry his operation is regarded as daring and far-sighted in the development of new oil fields. His empire has been built largely on his judgment of field potential and his sponsoring of "unitization" and wide spacing has set a pattern

in the industry for the optimum economic recovery of oil.

At 22, he bought a cotton plantation in Arkansas with money he had saved. He drilled his first well on a small lease near El Dorado, Arkansas, but his first real success came in East Texas, where he bought the late C. M. (Dad) Joiner's first discovery well and 4,000 acres of leases in the vicinity.

The 200-pound, six footer moved his general offices to Tyler in 1931, continued to expand and consolidated his headquarters operations in Dallas in 1937. Since then his operations have expanded steadily and today he produces oil in a dozen states and Canada. His operations extend from off shore drilling rigs in the Louisiana Tidelands to the Western Edge of the Dakotas and Montana — and the value

(Continued on Page 22)



BRAINSTORM

Here's a briefing on the technique used by the nations' top firms to stimulate creative thinking

by Steve Landregan

What Is This Brainstorming Business?

Brainstorming is the name given to a system of mass idea generation perfected by Alex F. Osborn, one of the founders of the Batten, Barton, Durstine & Osborn Advertising Agency.

What Is Meant by Mass Idea Generation?

The Brainstorming technique is based upon group thinking sessions where up to a dozen panel members brainstorm a problem in an attempt to discover several workable solutions.

How Does It Differ From a Regular Staff Conference?

It differs from a routine staff conference in two ways. First — no judgments are passed on any of the proposed solutions. Second — no ranking executive is allowed in the room during the session.

Why the Rule on No Judgment?

The "killer phrases" like "we tried that and it didn't work" or "that idea sounds good, but won't work out in practice," stifle creative thinking. The real key to success in a Brainstorming session is to create conditions conducive to mental freewheeling. The sky's the limit on ideas. No matter how wild a suggested solution might seem it should be accepted on the basis that it may stimulate other panel members to think along entirely new lines.

Alex Osborn told a group of General

Foods executive that "copious variation is the basic principle of scientific experimentation. In piling up hypotheses, we are blessed with a precious talent called 'association of ideas.' Association automatically gears imagination to memory and makes one idea lead to another, but we can slow down or speed up this flow depending upon what we do. For example: if we let our judgments intrude too soon we throttle our fluency of ideas."

How Do You Prevent Judgments or "Killer Phrases" at a Brainstorming Session?

All panel members are told of the "no judgment" rule before the session gets underway, and the moderator is instructed to give some kind of a signal in case one of the panelists accidentally slips in a "killer phrase." A bulb horn or a clanging bell not only reminds the panel members of the rule, but usually brings a good laugh and relaxes the group.

Why the Rule Against any Ranking Executives in the Panel Room?

Advocates of Brainstorming are almost unanimous in their arguments against participation or even presence of "brass". There are several reasons for this. The participants are likely to address their ideas to the boss instead of the panel chairman, or a panelist may be reluctant to voice really wild ideas for fear the executive might ridicule him as an impractical dreamer. Many executives find it difficult

Last December the Wall Street Journal described Brainstorming as "another mating of the Age of Freud with the Century of the Salesman." Actually it is a technique which calls on proven psychological principles to increase the yield of fresh ideas.

Adman Alex F. Osborn, father of Brainstorming, hinges his system of creative thinking on two basic principles:

- (1) mass idea generation and
- (2) suspension of judgment.

Far from being experimental, Brainstorming has been tried and accepted by such firms as ALCOA, Armstrong Cork, Bell & Howell, Chrysler, Du Pont, Ethyl, General Motors, IBM, U. S. Steel and a score of others.

This is a technique which can be adapted to your business, regardless of size. The accompanying article outlines the ground rules for a Brainstorming session. Read the article and try it out...it could mean dollars in your pocket.

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How Are These Brainstorming Sessions Organized?

The first man chosen is a chairman capable of making the panel members feel at ease and driving for ideas in a pleasant, in-

BR M I N G

formal way. Next, an assistant chairman is selected, who helps organize the session and is responsible for the follow-up. The assistant chairman is also the "idea collector" and jots down all suggested solutions on a large blackboard. Panelists are divided into two groups . . . the core members and the guests, with a limit of twelve to fifteen participants.

How Do the Core Members Differ From the Guests?

The core members are all persons known to be capable of creative thinking. Usually they are the ones who will start the session rolling and keep it rolling, but don't be too surprised to find one of your guests leading the pack in ideation. The type of guests invited will depend upon the nature of the problem to be Brainstormed.

If the problem is to improve a typewriter, two guests you would probably invite would be a secretary and a typewriter repairman. Your guests should include persons who use a product as well as those who repair or manufacture the product. It is recommended that several women be included on any panel, and where the problem is of a feminine nature, half the panelists could be women. Of course the "no brass" rule always applies, and panelists ought to be of approximately equal rank.

Must All Panelists Be Experts or Technicians?

No. It has been found that non-technical panelists can often solve technical problems simply because they don't know what's impossible. The trained technician or engineer knows that certain solutions are theoretically impossible, consequently he won't suggest any proposals involving

such an approach — he is exercising involuntary judicial thinking. The non-technical panelist, not knowing that his suggestion might be theoretically impossible, offers it as a solution. And strangely enough it often proves to be workable. Non-technical panelists should not be excluded simply on the basis that the problem is a technical one.

How Is the Problem Selected?

Alex Osborn warns that a specific, simple topic is necessary to the success of the Brainstorming technique. A multiple problem can get the panel thoroughly confused. For example if a panel is asked to Brainstorm the problem "How to Introduce a New 'Fiber'", they will likely start off by discussing a name for the new product. Just about the time some good ideas are clicking, one of the panelists offers a suggestion on packaging. The freewheeling stops . . . mental gears are shifted . . . and the panel starts off on the packaging problem. Three or four solutions are proposed when someone brings up a marketing suggestion. So it goes. The panel becomes hopelessly confused and the results of the session are usually very unsatisfactory. So the problem must be narrowed down to a simple target.

Instead of one multiple session the new

fiber problem should be broken down into several sessions, each one dealing with a particular facet of the problem. Separate panels might consider ways to introduce the fiber to the mills, the designers, the retailers. Other panels might take up the problems of name, packaging, advertising campaigns, etc.

One more point on the selection of the problem — if it involves the use of pencil and paper, such as the dreaming up of new jingles about a product, Brainstorming will probably fail. This type of mental activity demands that the members think in silence and write down their ideas. By its very nature this problem cannot be adapted to a Brainstorming session where mutual stimulation is so important. Let your executives and idea people work on the jingles alone.

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B R A I N S T O R M I N G

WANT MORE INFORMATION ON BRAINSTORMING?

The Institute of Management at Southern Methodist University will offer a short course in Creative Thinking this fall by Alex F. Osborn or one of his staff. The course is scheduled for October 1-2 on the SMU Campus and the fee will be about \$50. Further information on the Creative Thinking course is available from Professor C. H. Shumaker, director of the Institute of Management.

Recommended reading on Brainstorming is Osborn's fine book APPLIED IMAGINATION published by Scribners and available at most bookstores.

of your ideas will be frowned upon or you will be laughed at."

Once the session is launched with one or two sample solutions by the moderator, the biggest task is to keep everyone thinking in a positive vein. All judgment must be suspended for the session. Osborn quotes one panel leader as stating the "no judgment" rule this way: "If you try to get hot and cold water out of the same faucet at the same time, you will get only tepid water. And if you try to criticize and create at the same time, you can't turn on either cold enough criticism or hot enough ideas. So let's stick solely to ideas — let's cut out all criticism during this session."

Another hazard which the moderator must guard against is the tendency for the panelists to break up into little groups. He must make sure that the session is always a single meeting, with all minds working together.

All ideas should be written down by the assistant chairman . . . not word for word . . . but reportorially. Another assistant should write the ideas on a blackboard, numbering each one. This gives the panelists visual stimulation and an opportunity to combine new ideas with ones suggested earlier.

Many firms tape record the session thus insuring a record of all ideas in case the flow becomes too fast for the assistant chairman. Incidentally, it is a bad idea to

hold up the session while the reporters catch up.

A goal to shoot for is sometimes a good stimulus for a panel. For instance the moderator may urge the members to "break 100," or if the ideas are lagging he might say: "Let's each of us come up with just one more idea before we wind this up." Sometimes such a push will uncover new ideas which start a chain reaction.

One more important point on the session proper is that no idea should be identified by the name of its suggestor. The same idea may have been thought up earlier by someone else or it might be a direct result of one or two suggestions made by other panelists.

What Happens After the Session Ends? What Is Done With All the Ideas?

The follow up is of tremendous importance. Unless it is both creative and complete the perfect solution may be overlooked. Osborn divides creative follow-up into: 1) Supplementation 2) Evaluation 3) Presentation 4) Verification and 5) Adoption.

The first step in a creative follow up is for the moderator or his assistant to contact each panelist the next day to secure their afterthoughts. Since the members will have slept on the problem often times they come up with some valuable additional suggestions. This is supplementation.

Evaluation is left in the hands of man-

agement and a screening committee. An edited list of the panel's ideas is prepared by the moderator and turned over to the interested executive. The executive, striving to be creative as well as judicial, selects those he deems most promising.

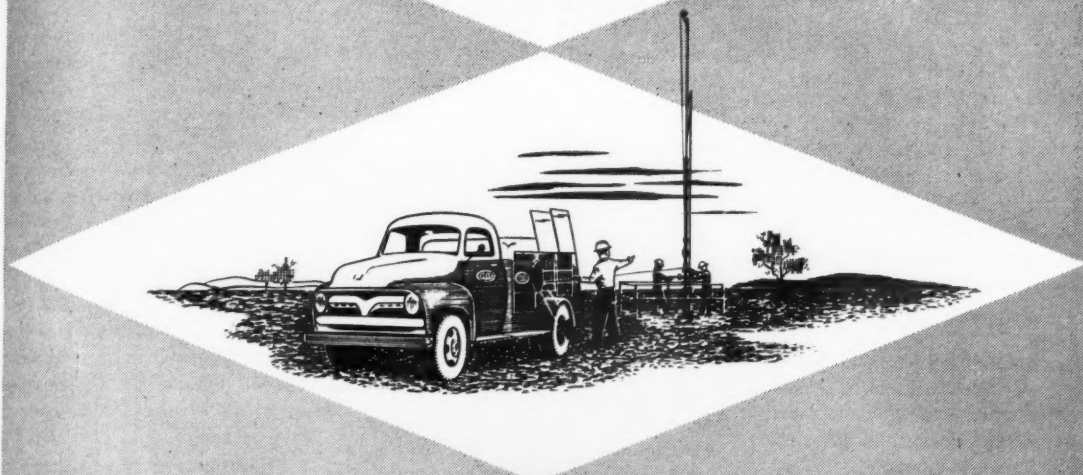
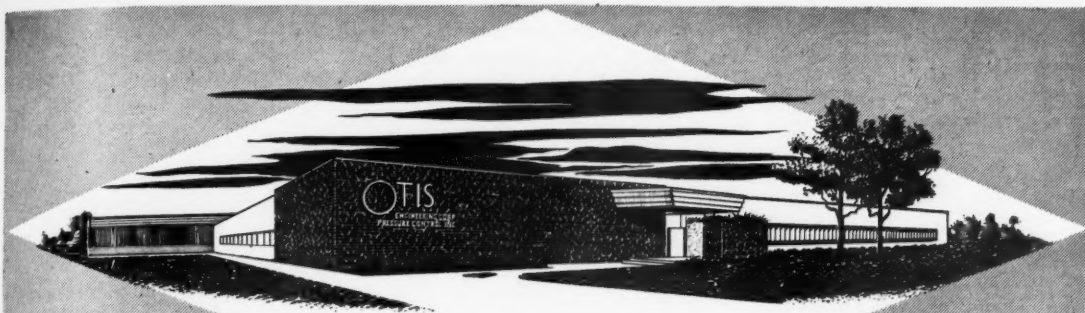
This screening committee (which should be an entirely different group from the panel) works with the executive in selecting and refining the panel's ideas. In evaluation it is important that screeners not overlook combinations of various ideas into new ones.

Presentation entails preparation of the most promising ideas for further study. It may call for visualization by way of sketches, layouts or dummies, or it may mean the construction of a working model or an estimate of costs.

By the time an idea reaches the verification stage it should be in pretty good form. "At this point, every effort should be made to check against known facts and previous surveys and to bring to bear judicially the experience of those who have had most to do with this kind of a problem. Probably some new surveys should be initiated during the verification period, and tests should be made.

Adoption is the ultimate introduction of the idea into production or general use. This is the "proof of the pudding" stage where Brainstorming pays off in dollars and cents.

Reprints of this article available at cost



This is our twenty-ninth year in the Petroleum Industry. We now have the highest business volume we have ever had, the largest number of employees, the largest manufacturing facilities, the largest fleet of mobile equipment, more branch offices, and more customers than we have ever had in the history of our company. In the main, our oil well tools and oil field services are bought solely upon reputation — a reputation of our twenty-nine years of leadership in the specialized design, engineering, manufacturing, and field service which have meant twenty-nine years of progress for the Petroleum Industry itself. ♦ So, our business is good, and furthermore we believe it will get steadily better.

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Jake Hamon

(Continued from Page 15)

Healdton and Barnsdall, Okla., and Freer, Lolita and Gladewater, Texas, besides geological offices in Ardmore, Okla., Abilene, San Antonio and Midland.

Hamon has often served the petroleum industry as spokesman in both national and state capitols. An interesting aside — the Merchant Tailors & Designers Association in 1940 chose him as one of the best dressed men in the public scene.

He moved to Dallas in 1934 as his oil interests became widespread, especially in Texas.

★

Grady H. Vaughan

(Continued from Page 15)

pipe and allowables. His hat hung in his Washington office as much as at home.

In the late thirties, he brought in a wildcat at Magnolia, Ark. — the fore-runner of rich oil yields there. Shortly after, came his discovery well in the Macedonia field. And finally the Vaughn domains became one of the biggest in the business, including principal operations in Texas, Louisiana, Arkansas, New Mexico, Oklahoma, Illinois, Pennsylvania, North and South Dakota, Wyoming, Utah, Colorado, Mississippi and Montana.

★

Sam M. Gladney

(Continued from Page 15)

assistant manager of the entire division in 1947.

The ardent fisherman and hunter succeeded J. H. Pressley as manager on May 28, 1951.

Two widely-separated personal tragedies have failed to extinguish the spark and bustle of Sam M. Gladney. As a healthy young athlete for Trinity University, he sustained a football injury which resulted in amputation of his left leg. And many years later, in July, 1949, his son, young Sam, perished in an auto accident near Waco.

The vice-president of the Koon Creek Klub and one-time country doctor's son has one sure-fire prescription for surmounting the responsibilities of the big Southwest Production Division.

Sam Gladney goes a-fishing!

★

Clint Murchison

(Continued from Page 16)

cattle ranches, a steamship line, a railroad, a Mexican silverware factory, an old line publishing house, a safe and office equipment firm, a fishing tackle company, resort properties and other enterprises.

Clint Murchison provides an outstanding example of a shrewd East Texas Trader who grew up with the oil industry and kept growing in expanding American business. Today — Dallas is the focal point for his varied enterprises, the latest being the \$365 million Trans-Canada Pipe Line now under construction from a point on the Alberta-Saskatchewan Border to Toronto, Montreal and Eastern Canada — a distance of 2200 miles.

★

Harry Bass

(Continued from Page 16)

homa and in the Edmonton, Ontario, high school. And it all may have started with yelling loudest for the medicine man — and maybe saving 20c of the first quarter.

★

Al Meadows

(Continued from Page 16)

ident, and Meadows, vice-president, wondered if other business might be more lucrative.

By 1933, wells were being sunk throughout the fabulous East Texas oil field. When Gilliland Refining Company came to the partners for backing, there resulted a merger, and finally the present General American Oil Company. Because Dallas was and is the oil capital of the Southwest, Meadows moved here in 1937.

Now the company has almost 3,000 producing wells, and the 1955 operating revenue was \$23½ million. And Al Meadows, who failed to become first cook of the Cousa, is one of the big oil men of Texas.

★

E. L. DeGolyer

(Continued from Page 17)

eum co-ordinator for war under Harold L. Ickes (1942); as technical mission leader to survey oil potentials in the Near East (1943); and presently, consultant on naval petroleum reserves for the U. S. Navy. Foreign countries, such as Mexico and Brazil, have tapped the knowledge of this petroleum expert.

In 1948, DeGolyer warned a Congressional committee that the nation is burning up the oil flow faster than we are finding new fields — and he favored buying up large oil reserves in this country purely for national defense, while dropping tariff barriers to step up the flow of foreign oil for our own use.

DeGolyer, Dallas citizen since 1932 when he resigned from the Cowdray companies and moved from New York, is senior partner of DeGolyer & McNaughton, consulting geologists.

Once, when DeGolyer received the im-

portant John Fritz medal for scientific achievement, he modestly remarked "I'll suggest a line for my own tombstone — 'He hired good men.'"

★

John L. Latimer

(Continued from Page 17)

Hull and you have the job."

Slats protested. "I've never seen a welded line."

"Neither have we," came the rejoinder. "Go ahead."

This led to the job as district pipeline superintendent of Southwest Texas, and a 1-year-stay at Luling before coming to Dallas.

In 1942, Latimer, by now a well-padded, sandy-haired affable man, became assistant to Magnolia President Alva Little, and on Jan. 1, 1946, he became chief executive for Magnolia Petroleum and Magnolia Pipe Line. Presently, he is board chairman for the latter.

Recently, when away on vacation from his desk on the 24th floor of Magnolia's Pegasus-topped building in downtown Dallas, one of his associates remarked to another, "I'll bet the chief is taking it mighty easy by now."

The other shook his head. "Not on your life," he said. "Two to one he's spending most of his time looking up friends he used to work with."

★

H. L. Hunt

(Continued from Page 17)

of his proven oil reserves are estimated at well over a billion dollars.

H. L. Hunt does not fit the portrait of the flamboyant extrovert sometimes attributed to oil men. While he lives in a Mount Vernon type home on the shores of White Rock Lake, his tastes are relatively simple and he drives a car in the low price field. Rarely photographed and seldom interviewed, Hunt gave a press luncheon several years ago to answer criticism against Facts Forum, a Dallas based, non-profit adult education organization to which he contributes. Asked his political views, he said: "I ran a \$50 bankroll beginning in 1921, up to — well, what I'm supposed to have today — so I guess you could call me a conservative."

He won't hazard a guess on his wealth and once said: "Lots of people have talked flatteringly about how rich I am. I don't want to disappoint them by denying anything."

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DALLAS

IN THE FIRST HALF

By Bill Rosamond

OF 1956

DALLAS and its metropolitan area — Dallas County — experienced one of the best "first half of the year" periods in its history, between January and June, 1956. Total employment in the area reached an all-time high level of 332,550 workers, as of mid-June, 1956. This was 14,310 workers or 4.3% above the June, 1955 level and represented a gain almost double the 7,620 worker increase between June, 1954 and June, 1955.

Significantly, 5,220 or 36.5% of the total increase was due to gains in factory employment which reached a new peak level of 83,190 jobs in June, 1956. By comparison, factory employment increased by only 1,695 workers between June, 1954 and 1955.

Most other key business and economic indicators registered significant gains in the first six months of 1956 over the first six months of 1955. Bank debits were up 6.8%, consumption of electricity up

13.1%, savings and loan association deposits up 14.2%, non-residential building contract awards up 23.9%, pounds of air mail originated, up 14.0%, consumption of natural gas up 12.5% and engineering on non-building contract awards up 103.0%. Out of a total of 23 indices, only three—new passenger car registrations, building permits and residential construction contract awards—were on the minus side. New car registrations were down sharply from record sales in 1955, following a national trend, while two items dealing with construction activity were also off from a record breaking 1955.

Despite a drop of \$10,176,000 in countywide residential contract awards—from \$89,484,000 in the first half of 1955 to \$79,308,000 in the first half of 1956—total construction contract awards in the area increased from \$136,808,000 to \$146,763,000 in the same period.

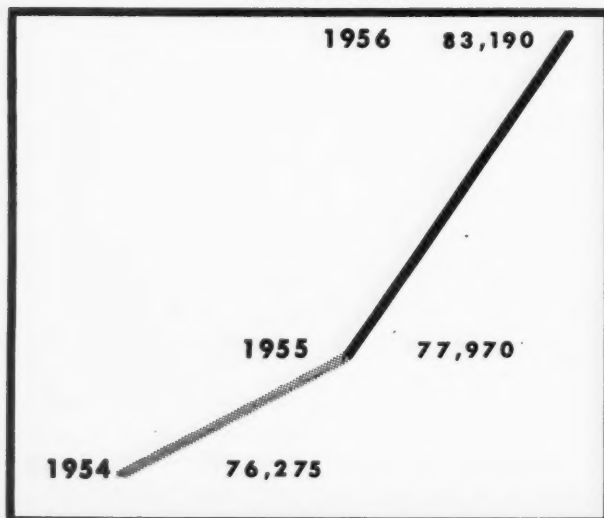
Non-residential building contract

awards—commercial, industrial and institutional building—increased from \$36,167,000 in the first half of 1955 to \$44,808,000 in the first half of 1956, for a one-fourth gain, while engineering non-building contract awards—roads, streets, sewers, etc.—increased from \$11,157,000 to \$22,647,000 in the same period.

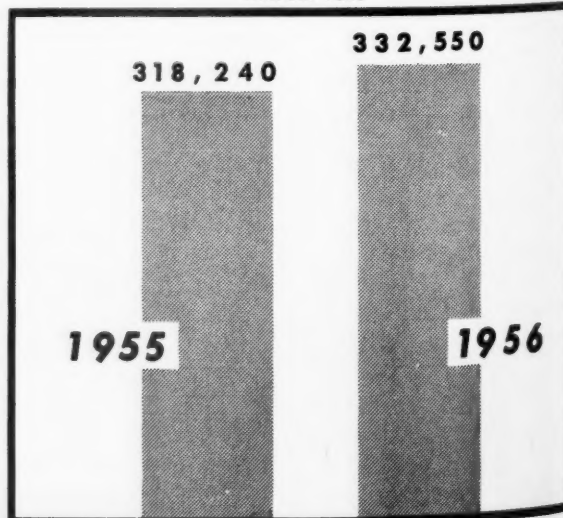
Building permits within the city limits of Dallas, including the Park Cities, totaled \$84,911,456 in the first half of the year. This was only \$7,180,526 or 7.8% below the January-June, 1955 total and still gave the city the rank of fourth in the nation behind only New York, Los Angeles and Chicago.

A noticeable drop in the number of new businesses, as reported to the Dallas Chamber of Commerce, is reflected in the first half of 1956, compared with the first six months of 1955. The decline in new business openings was more than offset, however, by expansion on existing businesses.

TOTAL EMPLOYMENT



FACTORY JOBS



	First Six Months		Percent Change
	1956	1955	
Employment-Total (June 15)*	332,550	318,240	4.3
Manufacturing Employment*	83,190	77,970	6.7
Bank Clearings (add 000's)	\$ 11,251,002	\$ 10,668,850**	5.5
Bank Debits (add 000's)	\$ 12,641,030	\$ 11,832,743	6.8
Bank Deposits (June 30) (add 000's)	\$ 1,975,551	\$ 1,966,064	0.5
Bank Resources (June 30) (add 000's)	\$ 2,169,947	\$ 2,145,325	1.1
Saving & Loan Association Deposits (June 30)	\$175,986,555	\$154,116,893	14.2
Construction Contract Awards - Total*	\$146,763,000	\$136,808,000	7.3
Residential Building	\$ 79,308,000	\$ 89,484,000	- 11.4
Non-Residential Building	\$ 44,808,000	\$ 36,167,000	23.9
Engineering, non-Building	\$ 22,647,000	\$ 11,157,000	103.0
Dollar Value Building Permits	\$ 84,911,456	\$ 92,091,982**	- 7.8
Postal Receipts	\$ 9,815,299	\$ 9,484,663	3.5
Air Mail Originated (lbs.)	753,169	660,802	14.0
Consumption of Electricity (KWH)	900,378,452	795,899,255	13.1
Consumption of Natural Gas (Cu.-Ft.)	35,292,204	31,377,589	12.5
Number of Electric Meters (June 30)	198,831	190,813	4.2
Number of Water Meters (June 30)	182,725	175,272	4.3
Number of Gas Meters (June 30)	195,146	187,125	4.3
Number of Telephones (June 30)*	335,225	311,565	7.6
New Passenger Cars Registered*	18,925	28,901	- 34.5
Number of Air Express Shipments:			
Received	43,661	39,723**	9.9
Dispatched	25,002	22,666	10.3

* Includes all of Dallas County. Other data except number of telephones cover the City of Dallas and its four "island" cities — Highland Park, University Park, Cockrell Hill and Fruitdale. Number of telephones includes Duncanville, Farmers Branch, Grand Prairie, Hutchins, Mesquite and Richardson in addition to Dallas and 4 "island" cities.

** Revised.



"Follow the Arrows"

Businessmen, City Officials Plan Smooth Switch to One-Way Streets

by Doug Johnson



THE conversion of downtown streets to one-way thoroughfares September 9 has downtown businessmen and civic officials hustling this month to make mid-city driving more convenient, safe and easy.

"Follow the Arrows" is downtown's new slogan as the central business area readies itself for the conversion. Guided by the Dallas Citizens' Traffic Commission, the community-wide effort is being sponsored by the Dallas Transit Company, the police force, the press, radio and television, downtown merchants, banks and parking lot operators.

Attention to the conversion will be directed only to the major downtown streets since these are the only ones to be affected by the September 9 conversion. Other changes will be added as soon as officials feel the first phase has been given a sufficient trial period.

"We want to make this switch to one-way traffic as smooth and simple as possible," said John L. Briggs, chairman of the Citizens' Traffic Commission, "and

we think the best way to accomplish this is a saturation program of public education, telling everyone in the city exactly what the changes are."

The principal vehicle of this public education program is a bright red, black and white brochure with a map showing the one-way downtown streets and the location of parking lots in the heart of the city. Bus routes on the principal downtown streets are also listed in the brochure and there is a simple set of rules for drivers and pedestrians to follow in using the new one-way plan.

Distribution plans for the brochure call for half a million copies. These will be sent to almost all of downtown's thousands of employees through personnel departments and to the general public in store and business mailings, bank statements and by hand from restaurant waitresses, and parking lot operators.

The traffic policemen will also give one to all motorists who fail to heed the new one-way directions. As a supplementary piece to the brochure, the Dallas Transit Company is issuing a list of complete downtown routes for its regular customers.

Also calling attention to the new downtown street patterns will be the intensive publicity and advertising campaign planned by the Dallas press. All radio and television stations and both Dallas news-

papers are giving full support to the program. Radio and television will use a saturation schedule of advertising to play the spot announcements of the street changes. They will also turn over public service time to announcements of the conversion, encourage regular downtown advertisers to relinquish some of their advertising time to the one-way street announcements and will have complete news coverage in daily broadcasts. Both Dallas newspapers will have their advertising staffs encouraging all downtown advertisers to use a slug in their ads calling attention to the new one-way program, and, on the news side, will have regular assignments for stories on the conversion.

A "Follow the Arrows" slogan has been adopted for the one-way street conversion and will be used in all advertising as well as appearing on the CTC's poster billboards all over the city. The campaign's arrow motif was taken from the many pointing arrows which will mark the traffic flow of the one-way streets. Portable one-way signs will be put in the streets and at curbs and stationary signs with the directional arrows will be prominently displayed on every corner. Two less familiar traffic indications will also appear. The right lane of one-way streets will be marked with a yellow line at

every bus stop. This is the bus zone, restricted to the transit traffic. The left lane of the one-way streets will be marked off as passenger pick-up zone where passenger car drivers may pick up pedestrians in complete safety.

The "Follow the Arrows" slogan will also be used to promote one of the principal features of the public education program—that of encouraging employees and shoppers to plan their routes to town in advance. To assist them in this is the reason for the brochure with its map showing parking lots and listing bus routes on the one-way streets. The CTC's plan is based on the idea that if downtown traffic, both pedestrian and motor, knows the best routes to town and in town, traffic flow will be terrifically increased, block "circling" will be avoided and confusion and congestion considerably reduced.

Another point the education program is emphasizing is the date the conversion

Other major changes are as follows:

1. Pearl Street will be reversed and become one-way southbound between McKinney and Pacific to conform with the traffic pattern of the Pearl Expressway which it joins.

2. Olive will be reversed to become one-way northbound between Elm and Harry Hines.

3. Harwood which has been a one-way northbound street between Commerce and Harry Hines will be made two-way.

4. Pacific which had been one-way westbound between Lamar and Houston will become a two-way street.

All major street directions are indicated on the map. Streets not otherwise marked by arrows still have two way traffic. The grey areas on the map indicate parking lots.

The one-way plan was officially adopted this month in a city ordinance passed by the City Council. Recommendation of the one-way street plan came to the city from the Mayor's 11-member Traffic Plan Committee. The one-way plan was accompanied by other traffic-relief proposals like the conversion of the trolley bridge over the Trinity into another Dallas-Oak Cliff artery and the "staggered" office hour schedule for downtown businesses. After the plan was first suggested early this year, six months were required to put it into effect, principally because the Dallas Transit Company had to move trolley bus wires to conform to the new pattern. Also, the city was then planning to resurface downtown streets to lower curbs and cover up the now useless street car tracks. City officials say that work on the important downtown streets in this project will be

complete when the one-way street plan goes into effect.

The Mayor's Traffic Plan committee was almost a year in drafting what they considered an immediate and workable way to increase use of downtown streets and speed up the traffic flow on them. Many business interests were represented by the members of the committee, but they also contacted every group which would be in any way affected by the plan, merchants, downtown garage owners, and operators, transfer and storage officials and inter-city bus operators with terminals in Dallas.

With the support of civic and business groups the one-way street plan will be presented to the public next month, and in the public interest, the Citizen's Traffic Commission is undertaking the tremendous job of educating the public so that the plan will go into effect with as little confusion and inconvenience to Dallas citizens as possible. Its effectiveness will be judged in a six-months trial period before any changes are made.

Two principal groups spearheading the public education drive are the publicity committee, John R. Jones, chairman, and the coordination committee, John Dunlap, chairman.

Publicity committee members are: R. H. Archer, H. D. Ainsworth, Ted Barrett, Bruce Cunningham, Carlton Keedy, Fritz Kuler, Jim Lovell, Ernie Ludwick, Tom Palmer, Charles F. Payne, Clifford Sage, Pete Teddlie, George J. Watts.

The Coordination committee includes: Police Chief Charles Batchelor, W. H. Carsten, Tom McHale, Granville W. Moore, Joe J. Murray, George F. Pierce, James S. Saylor.

will occur, Sunday, September 9. To call attention to the special day, the CTC will sponsor a downtown inauguration ceremony of the new plan.

The date for the conversion was purposely set on a Sunday to give city traffic engineers a day to work out any problems that might arise from the Elm and Commerce change over to one-way thoroughfares.

MAPPING OUT YOUR ROUTE to town in advance will be the suggestion of the Citizens Traffic Commission which will be distributing half a million copies of this map in a special brochure to acquaint Dallasites with the new one-way program.



CITY HALL REPORT:

THE MASTER PLAN COMMITTEE

Dallas has had three master plans during its first hundred years, each one set out to chart the best course for the orderly growth of the city, and each one, where followed, proved that planned growth pays off in beauty, convenience and in tax dollars saved. In 1910 it was the Kessler Plan, in 1927 the Ulrickson Plan and in 1943 the Bartholomew Plan. Today, still another master plan is being prepared, one which will be known to future generations as the Hulcy Committee Plan.

A Population Study, the first phase of the new master plan to be completed, has recently been released. It will serve as a cornerstone for the remaining master plan structure by providing a preview of the framework around which the Dallas of the future will be built.

People are the urging dlood of a city; it is service to people that justifies the existence of any community; and it is the habits of the people which dictate its pattern of growth. Thus a projected profile of the population habits is not only a logical but essential first step.

In outlining its revision of the master plan the Hulcy Committee stated: "The major objective of City Planning is to provide adequate physical facilities and improved living and working conditions for the present and future citizens of the com-

munity. Consequently, the number and location of persons comprising the community is essential basic information for intelligent City Planning. Unless the plans for such facilities as streets, schools, parks, public buildings and transit are based upon sound population studies, there can be no assurance that these facilities will perform their function either efficiently or economically."

With this objective in mind, the Department of City Planning set out to complete a population study covering the next 25 years.

After seven months of labor the Department of City Planning delivered the population study to the Hulcy Committee. The "keystone" report painted a bold picture of the future growth of Dallas and pointed up the fact that the Hulcy Committee's master plan revision would have to stretch from County Line to County Line.

By 1980, the study revealed, the population of metropolitan Dallas (Dallas County) will reach 1,569,500... or double the present population. Two-thirds of these million-and-one-half people will live within the city limits of Dallas.

An interesting fact about this increase is that a swelling percentage of the future population growth is expected to come from a natural increase rather than in-mi-

gration. Right now 54.5% of the total population annually is attributed to natural increase, but by 1980 natural increase will account for approximately 71.1% of the annual population growth.

Also significant is the fact that the high percentage of Dallasites (47%) in the productive age bracket from 25 to 54 years, is expected to continue.

The greatest areas of population growth will be in the suburbs or fringes of the city with Grand Prairie, Irving, Garland, Casa View, South Oak Cliff, Mesquite, Walnut Hill and Pleasant Grove leading.

This scattering of the population distribution will present difficulties in serving many areas with public utilities and public transit and some of the communities in the county that have the advantages of existing public utilities and facilities, are expected to grow at a faster rate than other communities not so favored.

All of these things must be taken into consideration in planning for the future growth of a metropolis... these and many others.

Now that the "keystone" population study has been completed the Department of City Planning will begin searching surveys of Land Use and Major Thoroughfare Plan.

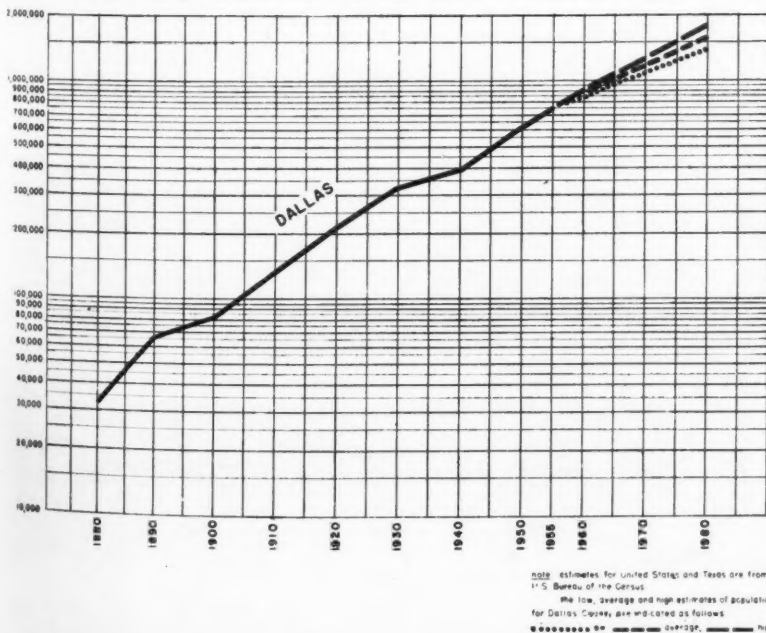
The Land Use study, like the population study, is basic since the uses imposed upon the land by the people who work and live in Dallas, will to a large degree determine future stability of the community and its desirability as a place in which to live and work.

Underscoring the importance of the Major Street and Thoroughfare study is the fact that "the streets and highways of a community are the basic framework about which all other development is built, and are the routes over which the people and goods move... planning for downtown areas, residential, neighborhoods, schools, parks and utilities must be coordinated with planning for major thoroughfares."

Other studies planned by the Hulcy committee include: Schools and Parks; Zoning; Central Business District Plan; Transit; Housing and Neighborhood Planning; Transportation; Metropolitan Problems, Urban Expansion and Future Annexation; City Utilities; Public Buildings and Capital Improvement Programming.

Revision of the Master Plan is an ambitious undertaking, but the members named to the Hulcy Committee by Mayor R. L. Thornton with the capable assistance of the Department of City Planning should be able to tailor a pattern of development to an ever growing Dallas.

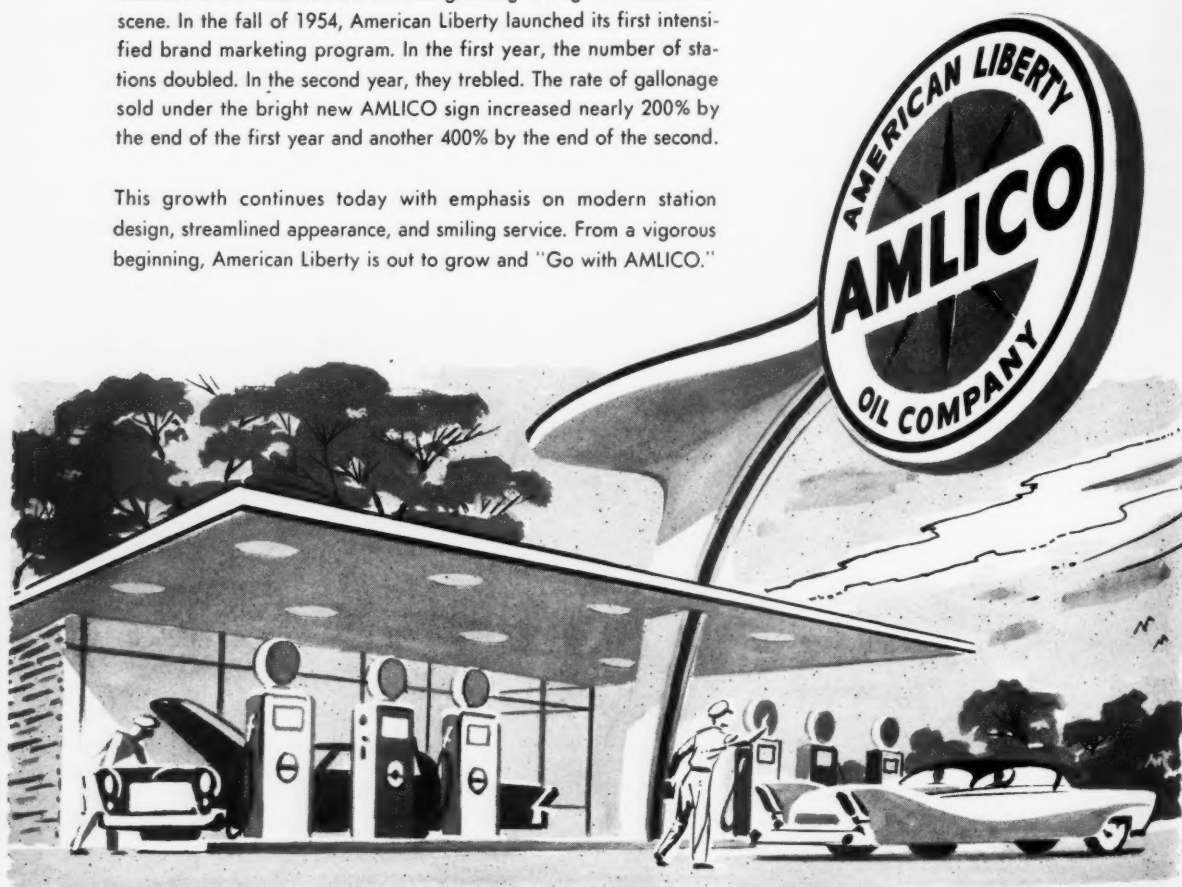
1,569,000 DALLASITES BY 1980. Projected profile of a population pattern.



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Sparkling green and white service stations under the AMLICO standard are a colorful new . . . and growing . . . sight on the Texas scene. In the fall of 1954, American Liberty launched its first intensified brand marketing program. In the first year, the number of stations doubled. In the second year, they trebled. The rate of gallonage sold under the bright new AMLICO sign increased nearly 200% by the end of the first year and another 400% by the end of the second.

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American Liberty Oil Company

MAIN OFFICES
DALLAS, TEXAS

REFINERY AND PIPE LINE TERMINAL
MT. PLEASANT, TEXAS

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- Dual Zone Packers
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- Production Packers
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- Tubing Safety Joints
- Tubing Strippers
- Tubing Oil Savers
- Drilling Heads
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- Quick Change Unions
- Tubing Spiders
- Sucker Rod Strippers
- Gas Lift Equipment



THE GUIBERSON

CORPORATION

ESTABLISHED 1919 • DALLAS, TEXAS, U. S. A.

Sold By Leading Oil Field Supply Stores Everywhere

Oil Field Supply

(Continued from Page 13)

The moving of Dresser Industries to Dallas from Cleveland in 1950 provides a striking illustration of how Dallas stacks up in the outlook of modern leaders in the oil and gas supply industry. Many cities in the Southwest were considered because Dresser was a highly specialized organization devoted to the manufacture of equipment and providing services mainly for the oil and gas industry. It was important that the company be lo-

cated centrally in the greatest oil and gas production area.

Today — the world-wide activities of Dresser Industries are directed from the company's extensive executive offices in the Republic National Bank Building. Also located in Dallas are two of the Dresser operating companies. Ideco, with executive offices in the Republic Bank Building, manufactures derricks, masts, rotary tables, draw works and other oil field equipment. Security Engineering Company, another member of the Dresser op-

erating team, moved its executive offices to Dallas and added to its production facilities by the construction of a new building in the Santa Fe Industrial District in Oak Cliff.

Another recent major addition to Dallas oil field equipment picture is the massive Garland Works of Oil Well Supply, just twelve miles north of Dallas. Facilities of this plant include service, manufacturing, modification and custom fabrication of oil field equipment. This tremendous warehouse serves an eight state area and is the newest of five major plants operated by Oil Well Supply.

These firms provide only a few of the reasons for Dallas leadership in oil field supply which is firmly rooted as the headquarters city for such firms as Oil Well Supply, Continental Supply, Dresser Industries and Guiberson Corporation. It also shows up in the plants and organizations of such firms as Core Laboratories, Otis Pressure Control, Geophysical Service Inc. and Wyatt Metal & Boiler Works.

Most of the big name organizations in the oil well supply trade maintain sales and branch offices in Dallas and almost all segments of nation-wide specialty groups are found here. In addition Dallas has become a major center for pipe line construction, oil well chemical service, oil well logging and the manufacture of rock bits. Oil field hauling and petroleum transport is also big business in Dallas and expanding rapidly.

From a business that was unknown in Dallas a half-century ago, the oil supply and service industry has grown to major proportions and the expanding position of Dallas as a major oil center promises that this too, is one of the industries on which Dallas can depend for payrolls of the future.

*

Cited for Service. E. T. Sorrells, manager of the Oak Cliff Sears, Roebuck & Company store, has been awarded a plaque by the Allstate Foundation for his outstanding record of community service and business leadership. The presentation was made by R. C. Brazier, resident manager of Allstate Insurance Company.

Mr. Sorrells, active in the Oak Cliff Lions Club and Chamber of Commerce, also received a \$500 check which will be given the Dallas Citizens Traffic Commission for aid in its bicycle safety program.

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DALLAS, TEXAS

Dallas NEWS SPOTLIGHT

Parade of Homes Construction Started. Work has begun on practically all of the homes to be displayed in the 1956 Dallas County Parade of Homes, September 13-23.

Parade homes will be constructed in Bruton Terrace Addition Number Four on Rockledge Drive, in Glen Oaks on Misty Glen Lane, in Merriman Park on Whitehall Street, in Sparkman Estates on Regent Drive, and in the Richardson Heights section of Richardson on Winchester Drive.

The homes will range in value from approximately \$13,500 to about \$35,000, with a total aggregate value of around \$2,000,000.

★

Fashion Roundup Slated. The pick of Texas-Made fashions will be shown at the State Fair of Texas, October 6-21, in the fourth annual Texas Fashion Roundup.

More than 300 Texas manufacturers have been invited to submit their creations. The two divisions, adult and children's wear, have more than 100 categories. Judges represent the national fashion scene, the retail merchant, the consumer, and children's fashions.

Julie Benell, president of Fashion Arts, and Margie Werth, special program chairman, will head members working on the Fashion Roundup.

★

Lovers Lane Church to be Built. Contracts have been signed for the construction of the new sanctuary for Lovers Lane Methodist Church.

The building is a blend of simple Gothic architecture with contemporary overtones, and is designed primarily around a beautiful interior to provide an inspirational setting for church services.

Also to be built at the present time are additional church school spaces, a temporary fellowship hall, the main heating and air conditioning plant, a choir practice room and certain additional offices.

Reverend Tom Shipp is the pastor. Bennett & Crittenden, Dallas, are the architects, and J. E. Morgan & Sons, is the general contractor.

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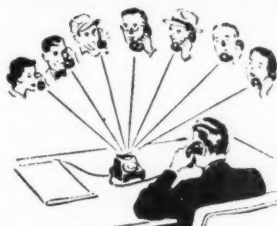
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Manager



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Insurance Underwriters Form Association

The recently-formed Dallas Group Underwriters Association will promote the advancement of knowledge of group insurance and its uses. Officers of the group, above, left to right, are Sedgwick Gordon, secretary; seated, Ralph Harrington, president; Dwain Cook, vice-president, and Harry Owens, association treasurer.

7-Eleven Celebrates Birthday.

7-Eleven Food Stores have observed their 29th birthday with an ice cream and cake special for all their customers.

Almost three decades after opening the world's first drive-in grocery, the company has grown into the state's largest food chain in number of stores, with 190 outlets in 22 Texas cities and towns.

Fastest expansion since 1954 has been in Dallas and the Gulf Coast area, where 40 new stores have been opened. Their original store, in the Oak Cliff section of Dallas, which opened in 1927, is still in operation.

★

Improvements Slated for Temco Greenville Plant.

Two projects are starting that will add \$940,000 worth of improvements to facilities used by Temco at their Greenville plant. These improvements will include the construction of an extension to the present production building and also a lengthening of runways so that jet aircraft can be accommodated.

Employment at Temco-Greenville is at its highest level since the plant was established.



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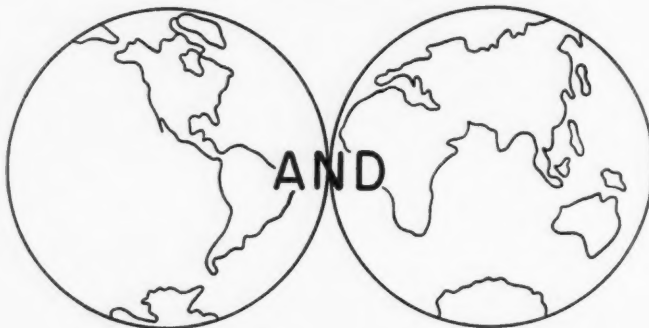
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DALLAS 6, TEXAS

News Spotlight

Library Sculpture Erected. A 20-foot tall, 880-pound aluminum sculpture piece has been erected on the front of the new Dallas Public Library.

With a black marble wall as background, the sculpture — standing out in three-quarter relief — shows two huge hands lifting a blue-jeaned youth upwards. The work of Marshall Fredericks, noted Detroit sculptor, the \$12,000 statue symbolizes the hands of God lifting youth in its quest for knowledge through literature.

★

Trinity Area Annexed. Dallas has annexed about six square miles of Trinity River Valley industrial area, and has laid plans to take in another 14 square miles.

Annexed were the Trinity Industrial District northward from Oak Lawn Avenue, the Brook Hollow Industrial District, which adjoins it on the northwest, and a tract lying between the two industrial districts and Irving.

The 14-square-mile annexation lies north and east of the Trinity River, and extends northwestward to Cadiz Street. It is part of a 26-square-mile area, extending south to Kleberg and east to Balch Springs, including the Ryle community.

★

Turnpike Paving Started. First paving of the 30-mile Dallas to Fort Worth turnpike has begun just north of Arlington. Unless delayed by a prolonged steel strike, the road is expected to be ready for traffic next July.

★

Community Chest Sets Goal. A goal of \$2,429,606, largest in the organization's history, has been accepted by the Community Chest board of directors.

The drive, which will seek funds to operate the 37 chest agencies and their 103 service units during 1957, will be held in the fall. R. L. Thornton, Jr., is campaign chairman.

★

Public Health Unit Plans Get Initial Approval. County Commissioners have approved preliminary plans by Architects M. C. Kleuser and B. W. Lanum for the \$725,000 City-County Health Building to be built on Amelia Street just off Harry Hines near Parkland Memorial Hospital.

The plans are subject to later approval by the City Council.

State and federal funds will finance half of the building. City and county funds will be used to pay for the rest.

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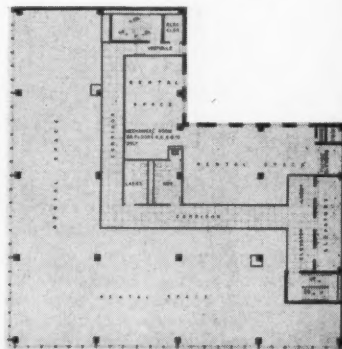
REPUBLIC NATIONAL BANK	3 MIN. 29 SEC.	REPUBLIC NATIONAL BANK	4 MIN. 14 SEC.
MERCANTILE NATIONAL BANK	45 SEC.	MERCANTILE NATIONAL BANK	48 SEC.
FIRST NATIONAL BANK	4 MIN. 41 SEC.	FIRST NATIONAL BANK	5 MIN. 52 SEC.
FEDERAL RESERVE BANK	4 MIN. 45 SEC.	FEDERAL RESERVE BANK	5 MIN. 50 SEC.
TEXAS STATE BANK	7 MIN. 49 SEC.	TEXAS STATE BANK	9 MIN. 46 SEC.
EMPIRE STATE BANK	25 SEC.	EMPIRE STATE BANK	28 SEC.
KIRBY BLDG.	3 MIN. 41 SEC.	KIRBY BLDG.	4 MIN. 17 SEC.
MEDICAL ARTS BLDG.	3 MIN. 35 SEC.	MEDICAL ARTS BLDG.	4 MIN. 19 SEC.
STATLER-HILTON HOTEL	50 SEC.	STATLER-HILTON HOTEL	1 MIN. 00 SEC.
ADOLPHUS HOTEL	3 MIN. 56 SEC.	ADOLPHUS HOTEL	4 MIN. 50 SEC.
BAKER HOTEL	3 MIN. 20 SEC.	BAKER HOTEL	7 MIN. 05 SEC.
RIO GRANDE BLDG.	6 MIN. 02 SEC.	RIO GRANDE BLDG.	8 MIN. 40 SEC.
MERCANTILE SECURITIES BLDG.	29 SEC.	MERCANTILE SECURITIES BLDG.	4 MIN. 41 SEC.
FIDELITY UNION LIFE BLDG.	3 MIN. 51 SEC.	FIDELITY UNION LIFE BLDG.	4 MIN. 25 SEC.
MAGNOLIA BLDG.	3 MIN. 35 SEC.	MAGNOLIA BLDG.	

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New Membership Total Reaches 1,553 in July

APPROACHING the half-way mark, the Membership Committee of the Dallas Chamber of Commerce, turned in a total of 1553 memberships toward the 1956 goal of 2400 as of July 31. The record is running ahead of the 1955 committee by approximately 25 per cent against last year's July 31 total of 1228.

In the race for the three President Overton Trophies, standings of the teams at the end of July were: Vice-Chairman Jack McKenzie's section, first place; Vice Chairman Jim Layne's section, second; and Vice-Chairman Jim Randolph's section, third.

Wholesale and Distribution

Armco Steel Corporation, 716 Atlantic Building; R. L. Wells, Jr. (W. J. Brand)

Brown Aero Corporation, 3300 Love Field Drive; W. C. White (Bruce Robbins)

Rex F. May, 2935 Carrizo Lane (D. C. Morris)

C. L. Simmons Sales Company, 126 Cole; C. L. Simmons (Erich Downs)

Viking Supply Corporation, 177 Meadows Bldg. (Pat McKee)

Western States Lacquer Corporation, 4400 Singleton; A. C. Doell and S. S. Montgomery (Nat Ryan)

Felt & Tarrant Manufacturing Company, Comptometer Division, 1111 Gulf States Bldg.; Charles J. Frenzer (Tom Boykin)

Arizona Chemical Company, 1824 Viewcrest; Albert E. Neil, Jr. (R. T. Hunt, Jr.)

Dallas Sand Blasting Company, 2610 Logan; Harry Huttash (A. W. Murray)

Frank L. Kuenstler, 9955 Chireno (J. P. McKee)

Soundscribe Sales Corporation, 2011 Cedar Springs; Robert C. LaBar (John Smith)

Bryan-Claxton Company, 3311 Swiss; Joe B. Bryan (Watson Tillman)

Industrial Thread Company, 1100 Cadiz; W. R. Seals (H. M. Russell)

Kenneth C. Marx, 8601 Sovereign Row (Pat McKee)

Schulman Furs, Inc., 915 Commerce; Joseph Schulman (Arthur Stern)

Shell Chemical Corporation, 7644 Bearden Lane; O. D. Walraven, Jr. (Jack McKenzie)

Del-Tex Tire Service, Inc., 1821 Levee; T. E. Prince (Nat Byan)

Vanderbilt Tire & Rubber Corporation, 417 N. Ervay; Herman Rosenblatt (Jack McKenzie)

Apparatus Department, General Electric Company, 1801 N. Lamar; H. L. Day & R. W. Tummy (Pat Hall)

Aviation & Defense Department, General Electric Company, 1801 N. Lamar; James E. Schwartz and T. E. Acord (Pat Hall)

Component & Intermediate Distribution Sales, General Electric Company, 1801 N. Lamar; D. H. Hickey and C. P. Hall (Pat Hall)

User Industry Sales, General Electric Company, 1801 N. Lamar; M. M. Collins, A. L. Jones and E. C. Wise (Pat Hall)

Associated Glass Company, 1720 Levee; Patrick H. Richardson (Nat Ryan)

Egry Register Company, 4607 Cole; George N. Armstrong (Dallas Belcher)

Southwestern Sales District, Lamp Division, General Electric Company, 6500 Cedar Springs; R. A. Nugesser (Pat Hall)

Ernest G. Mantz, 8901 Douglas (Ben Harris)

Professional

J. F. Biggart, Jr., M. D., 3607 Gaston (D. W. Munsell, M. D.)

William P. Fonville, Attorney, 2232 Republic Bank Bldg.; (R. G. Payne)

R. E. Jenkins, D. D. S., 110-F Walnut Hill Village (Watson Tillman)

Harold J. Stafford, Attorney, 1114 Commerce (Jim Bond)

Atomic Industrial Associates, 512 Mercantile Securities Bldg.; Frank Norton (Ellis Watkins)

Beall Medical & Surgical Hospital, 2615 Cole; John R. Beall, M. D. (Bob Acklen)

Walter W. Cook, Architect, c/o George L. Dahl, 2101 N. St. Paul (Jack Little)

Gordon Associates, Architects, 4425 Greenville; Joseph F. Gordon (Tim Carroll)

A. J. McMaster, Attorney, 1404 Fidelity Union Life Bldg. (Ben Harris)

Agnita Matteson, Interiors, 2606 Fairmount (Watson Tillman)

Robert H. Millwee, M. D., radiologist, 4227 Herschel (Frank Adams)

Stevens Park Clinic, 1141 N. Hampton; J. C. Calabria, D. O. (Pat Henry)

Manufacturing and Processing

Frigikar Corporation, 1602 Cochran; Bert J. Mitchell, Barron M. Moody, Jr., William E. Lind, Harry M. Joyce and Frank L. Priest (Jack Wantland)

Jiffy Products Company, Inc., 2647 Brenner Drive; Clifton Hartley (Jim Randolph)

Champion Card Company, Inc., 515 Browder; Saul Kahn (Jim Randolph)

Connolly Tool & Engineering Company, 6006 Wyche; John Connolly (Admiral Olney)

Electronic Equipment Engineering, Inc., 2681 Freewood; Bill Price (Admiral Olney)



JACK HOSPERS and family enjoyed a weekend vacation at Holliday Lodge, 5715 South Beckley, following his June nomination as "Committeeman-of-the-Month." Mr. Hospers, Chance-Vought Aircraft, a Triple Life Member of the Dallas Chamber of Commerce, sponsored 31 Chamber memberships. Sharing his two days by the pool at Holliday Lodge are, L to R, visiting sister-in-law, Mrs. Stephanie Kata, Mrs. Hospers, and daughter, Carol. Vance Bryan is manager of Holliday Lodge.

Eureka Products Company, 2232 Butler;
Irving J. Sharps (Nat Ryan)

Henry Nuss, Bookbinder, 419 E. Ervay
(Ellis Watkins)

R & L Plating Company, 8020 Cedar
Springs; Richard E. Doring (J. E. Lock-
art, Jr.)

Stovent Manufacturers, 8225 Scyene;
Jack B. Carpenter (Tim Carroll)

Callaway Mills Company, 167 Howell;
William Anthony (Nat Ryan)

Wisk Manufacturing Company, 7830
Elam; Mrs. Gladys E. Wisk (Jack Want-
land)

Retail

Ashton's Gifts, 151 Walnut Hill Village;
Floyd P. Ashton (Don Kerr)

Atlas Sewing Centers, Inc., 1020 Elm;
Al Bousley (Jack McKenzie)

Automobiles, Sales and Service

Cooper's Garage & Service Station,
3417 McKinney; Bob Cooper (Ellis
Watkins)

Morris Robinson Dodge, Inc., 6116
Lemmon; Morris Robinson and George E.
Briggs (Arthur H. Stern)

Restaurants

Greenville Grill, 2821 Greenville;
Claude Martin (Jack Wantland)

Mariano's Mexican Foods, 7323 Gas-
ton; Mariano Martinez (Jack M. Clark)

The Torch, 3620 W. Davis; Victor Se-
mos (Ed Souza)

Tabu Room, 4111 Loma Alto; Ray
White (J. E. Lockhart, Jr.)

Transfer & Storage

**Inter-City Trucking & Warehouse Com-
pany**, 4908 Reading; W. M. Nicholson
(Nat Ryan)

Printing and Publishing

Ussery Printing Company, 3204 Gas-
ton; Cecil F. Ussery (C. F. Dunning)

DeLuxe Check Printers, Inc., 8000
Sovereign Row; Phil Lyster and John
Kramer (Nat Ryan)

Southwestern Retailer, 912 Commerce;
Mrs. Annabell Hoyt (Dick Sturges)

Manufacturing and Processing

American Latex Products Corporation,
126 Parkhouse; A. E. Pratte (Timothy
Carroll)

Coast to Coast Chemical Company,
Inc., 139 Payne; John W. Seljan (Nat
Ryan)

Blaine's Bakery, 3013 Colonial; Eldon
Blaine, S. L. McCullough and W. N. Full-
bright (Clifford Wheeler)

Hughes Structural Fabricators, Inc.,
3600 E. Main, Grand Prairie; L. W.

COMMITTEEMAN OF THE MONTH

The distinction of holding the an-
nual record for sponsoring new
memberships in the Dallas Chamber
of Commerce is that of James W.
Layne, Vice-Chairman of the Cham-
ber's Membership Committee. The
record was set in 1955 when he
signed 221 new members.

Two life memberships are the
score to date for Jim, who gained his
first January 21, 1955, followed
within the year with the second on
July 29.

Active in civic affairs, Jim has
earned the dub, "Mr. Membership
Chairman," a post he holds for the
Dallas Disabled Veterans, the
American Legion Wynnewood Post
511 and the Dallas Quarterback
Club.

Since his move to Dallas in 1945
from his hometown, Knoxville,
Tenn., Jim has shouldered his share
of responsibility in a number of Dal-
las community activities. He has
served on the Dallas "Employ the
Handicapped Committee" since its
inception by Lawrence Melton in
1948 and now acts as the group's
Assistant Chairman of Public Re-
lations.



JAMES W. LAYNE

He founded the Dallas Epileptic
League in 1949 and served as its
first president.

In supporting the efforts of pub-
lic agencies on aid to indigents and
handicapped individuals, he works
directly with the Vocational Rehabi-
litation Division of the State Com-
mittee of the Blind, and the Texas
Employment Commission in the
placement of physically handi-
capped people.

When he is not busy helping
others, Jim takes off for his second
home at Lake Whitney for his num-
ber one hobby, fishing.



HEART O' THE HILLS INN at Hunt, near Kerrville, will be the week-end vacation spot for the August Committeeman of the Month and his wife. The all-expense week-end, including a wonderful flight to Kerrville on Trans Texas Airways promises to breed some lively competition among Lasso Club members.

Hughes and Bill Tankursley (Jack Hoppers)

Julian Noa Company, 811 S. Akard; Noa Wasserman, James W. Harris, Sam E. Kent, Cecil N. Mabry and Julian L. Noa (Pat Henry, Jr.)

Permagrain Corporation of Texas, 1103 Levee; Raymond B. Wolf (Charles Keffer)

Butler Chile Company, 4010 Can Jacinto; Pat J. Butler (Ned Meyerson)

The Diamond Match Company, 1330 N. Industrial; J. H. Sturtevant (Timothy Carroll)

Hanna Paint Mfg. Company of Texas, 1219 S. Industrial; Robert P. Hanna and Alvin Holland (Jack Wantland)

Negley & Son, Inc., 135 Parkhouse; A. M. Negley (Nat Ryan)

Princess Belt & Novelty Company, Inc., 608 Jackson; Robert J. Berman (Ned Meyerson)

Stewart Engineering & Equipment Corp., 5903 Forest Park Rd.; M. E. Lemmerhirt (Jack Hoppers)

Tectum Division, Peoples Research & Mfg. Co., 4924 Greenville; Donald W. Capers (Bob Conrad)

Financial

Irving Savings & Loan Association, 101 N. Main, Irving, Texas; Louis Blaylock (Don Kerr)

Mesquite Building and Loan Company, Mesquite, Texas; Ary Turner (Ray Virgin)

Shumate & Company, Life of America Bldg.; Gaston Shumate (Jim Layne)

Wyche Investment Company, 2214 Cedar Springs; Paul Wyche (Jim Randolph)



ARTHUR H. STERN, left, Associate Chairman, presented President Overton Trophies to (l to r) first place section Vice-Chairman, Jack McKenzie, Republic National Bank; second place section Vice-Chairman, Jim Randolph, Bolanz and Bolanz; and third place section Vice-Chairman, Dick Granger, Forrest and Cotton. The trophy-holders took the lead at the end of June for the permanent award to the individual sections at the end of the year.

Delta Transfer & Loan Company, 1805½ Main; B. P. Johnson (Arthur H. Stern)

Personal and Service Organizations

Oregon Purebred Nutria Association, Inc., 7741 Second Ave.; Joseph R. Burns (Jim Layne)

T. E. Albright, 704 T&P Bldg. (C. A. Johnston)

W. B. Post, 203 American Bank & Trust Bldg. (Russ Flowers)

Hotels, Motels, and Restaurants

The Corral, 5418 E. Mockingbird Lane; Roscoe White (Jack Wantland)

Ranch Seventy-Seven Motor Court, 4500 Hines Blvd.; John T. Fields (Nat Ryan)

Easy Way Grill, 5806 Lovers Lane (Jack Wantland)

Bob White's Barbecue House, 7324 Gaston; Bob White (Tom Woods)

Revaluation

(Members increasing their investment in the Dallas Chamber.)

BELL CLEANING & LAUNDRY COMPANY
COKESBURY BOOKSTORE
COLBERT'S
GORDON'S JEWELERS, INC.
E. M. KAHN & COMPANY
FORREST & COTTON
HOUSEWARES DISTRIBUTING COMPANY
PROGRESS LAUNDRY & CLEANING COMPANY
SEARS, ROEBUCK & COMPANY
TRINITY ELECTRIC CO.
TRIPLE A OIL CO.
WALDMAN BROS. AGENCY
WAREHOUSE CUT RATE LIQUORS
FLOYD WEST & CO.
WORTHINGTON 5c TO \$1 STORES
AMERICAN LIBERTY OIL COMPANY
ARMSTRONG CORK COMPANY
ARROW SPICE & FOOD
AUSTIN BROTHERS
STEEL COMPANY
WYATT FOOD STORES

CONCHO PETROLEUM CORPORATION
DRILLING & EXPLORATION COMPANY, INC.
ELECTRICAL LOG SERVICE
ENGINEERING SUPPLY
FIREMAN'S FUND INSURANCE GROUP
GARDNER BROTHERS
GASTON AVENUE PHARMACY
GASTON CAFETERIA
W. A. GREEN COMPANY
GUARANTY FEDERAL SAVINGS & LOAN
ALLEN GUIBERSON, III
IRBY-MAYES, INC.
G. E. KADANE & SONS
McMURRAY'S
MID-CONTINENT OIL & GAS ASSOCIATION
MID-WEST CONTRACTING COMPANY
M. E. MOSES COMPANY
RING & BREWER
SEABOARD OIL COMPANY
STANDARD OIL COMPANY OF TEXAS
TEXAS HOMES TOWN HOUSE
WALGREEN DRUG STORES
WALTERS DRILLING COMPANY



TOP HAND AWARDS were presented by C. A. Tatum, Chamber Vice-President, center, to six at the July 10 Membership Committee luncheon. Awardees are (front row, l to r) Jim Randolph, Bill McCormick, Tom Woods, Erich Downs, Pat Hall and Jack Hoppers. Respective sponsors are (back row, l to r) W. C. Miller, Wallace W. Woods, Haverly Furniture Company; Frank Skillern, Skillern & Sons Inc.; J. F. Macpherson, General Electric Company; and Bert Whitten, Chance Vought Aircraft.

News Spotlight

Goodwill Opens Cliff Center. Goodwill Industries has opened a new store and service center on Lancaster at Tenth and Jefferson in Oak Cliff.

Goodwill already has branch stores at 901 Singleton and 2710 Second Avenue, besides its main store and workshops at 2511 Elm. Income from the sale of reconditioned articles through the stores pays the wages of the 285 men and women now employed.

★

County Employment at New High. Dallas County employment — with 332,500 persons at work — has set another all-time record.

The manufacturing increase was led by aircraft with a gain of 790. Fabricated metals gained 285, and non-electrical machinery increased 255. The number of persons employed at mid-June was 14,260 more than reported a year ago.

Predicting moderate gains in job openings, the Texas Employment Commission anticipated placement of 1,000 additional persons by mid-August.

★

Rotary Club Names Officers. Clair C. Miller, 1206 Kessler, has been elected president of the Oak Cliff Rotary Club.

Van Lamm was named vice-president, and W. P. Durrett was chosen secretary-treasurer.



Crime Commission Gets Check. Earle Cabell, right, president of the Dallas Crime Commission, holds a \$500 check which was presented to that agency by the Dallas Association of Insurance Agents. William L. Carter, Jr., left, chairman of the association's public relations committee presented the annual contribution.



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News Spotlight

Dallas Salesman Receives Award

Paul C. Dean, 5026 West Purdue, has been named winner of the Distinguished Service award given by the Texas Pharmaceutical Association.

Mr. Dean, Texas territorial manager of Bonne Bell Cosmetics, was presented the award by the association president, Martin M. Mobley, at the 77th annual convention in the Shamrock Hotel in Houston.

A native of Texas, Mr. Dean received the award as the "salesman who distinguished himself above all others in outstanding service, dependability and courtesy while serving the retail drug industry in Texas."

★

Cancer Fund Sets Record. Dallas county citizens gave \$150,531.94 to the American Cancer Society during its month-long fund-raising drive.

The total is the largest amount ever raised by the Dallas county unit of the Society, exceeding an assigned 1956 quota of \$122,000. Numerous temporarily unfulfilled commitments from employees of Federal agencies and some business firms are expected to swell the total.

The Society has established more adequate office facilities at 2020 Live Oak where a staff of three persons work five days weekly to make available cancer information, through literature, films, speakers, supplies and other essential items, including dressings for cancer patients.

★

Bachman Area Library Plan

Okayed. The City Council has approved an arrangement whereby the Bachman Civic League would raise most of the necessary money for a branch library in Northwest Dallas.

The new library would be located in the Bachman Shopping Center on Northwest Highway.

The civic league proposes to raise money for necessary books, supply salaries of personnel for one year, install air conditioning, light fixtures, bookcases and other furnishings. It will hold a meeting with other civic groups in the Northwest Dallas and Walnut Hill area to form a "Walnut Hill Branch Library Fund Committee."

Flying?

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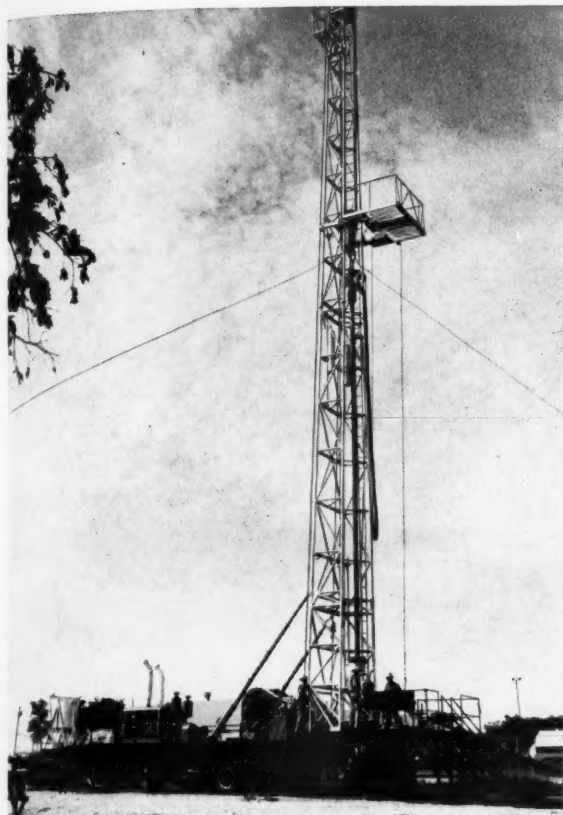
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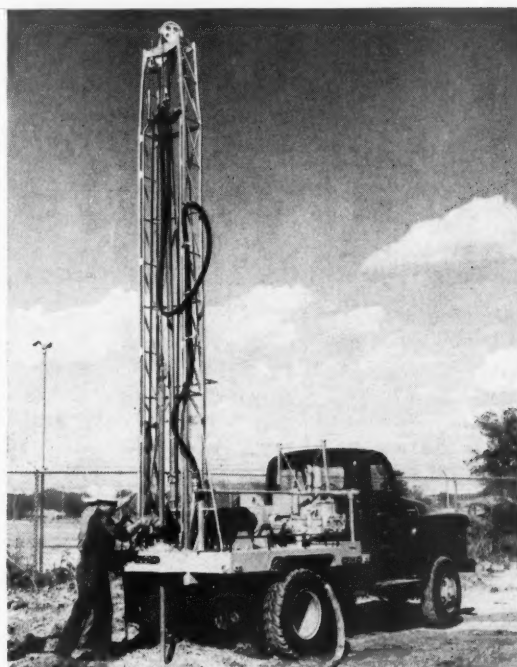
Experience is the first requisite for proper design and manufacture of the complex machinery required for the oil and gas industry. At Joy Manufacturing Company's Dallas plant, designers and manufacturing personnel with oil country backgrounds are turning out the tops in portable rotary drilling rigs for seismograph and slim hole drilling to depths of 10,000 feet.

Two models illustrated here are the largest and the smallest in this complete line of rigs. The Model 510 is a new rig designed for deep exploration and slim hole work, the Model 35 is an extremely port-

JOY

DALLAS-BUILT DRILLING RIGS

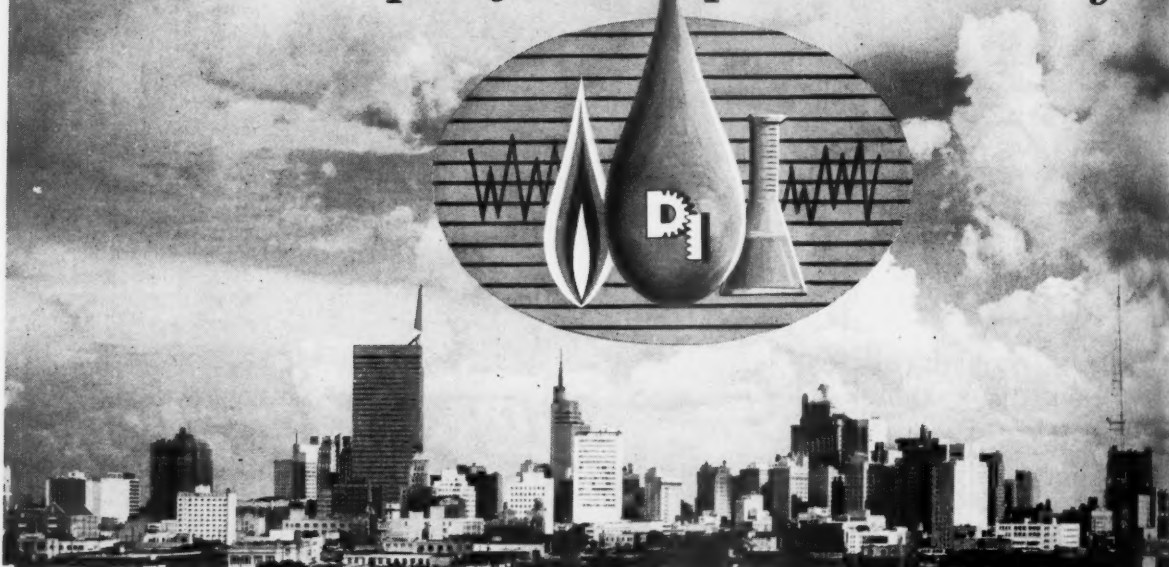
THE FINEST FOR OIL FIELD EXPLORATION



able shot hole rig. Between these two are a wide variety of models to handle all phases of oil exploration in addition to models for drilling water wells and blast holes. On all models design emphasis is on portability, high drilling speeds, low maintenance, and dependable service.

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DRESSER-IDECO DIVISION, Columbus, Ohio—Radio and television broadcasting towers, steel buildings, aircraft hangars, electric power substations.

DRESSER MANUFACTURING DIVISION

DRESSER MANUFACTURING DIVISION, Bradford, Pa.—Pipe line couplings, pipe repair sleeves and clamps, weldments, forgings, welding fittings, flanges, rings.

IDECO

IDECO, Dallas, Tex.—Hydrair* and Power Rigs; Full-View* Masts; substructures; single, dual and Drive-In Rambler Rigs; blocks, swivels, rotaries; mud pumps; petroleum equipment and supplies.

LANE WELLS

LANE-WELLS CO., Inc., Houston, Calif., Houston, Tex., Oklahoma City, Okla.—Electric and Radio activity Well Logging, Koster* perforating and bullet perforating, packers and bridging plugs.

Magco-bar.

MAGNET COVE BARIUM CORP., Houston, Tex.—Magco-bar* and Magco-gel* drilling muds and other specialized oil well drilling fluids and chemicals.

PACIFIC

PACIFIC PUMPS, INC., Huntington Park, Calif.—Centrifugal pumps for refineries, power stations, pipelines, and chemical plants; plunger pumps for oilwells.

ROOTS CONNERSVILLE

ROOTS-CONNERSVILLE BLOWER DIVISION, Connorsville, Ind.—Rotary positive blowers, gas pumps, centrifugal blowers, exhausters, vacuum pumps, inert gas generators, and positive displacement meters.

Security

SECURITY ENGINEERING DIVISION, Dallas, Tex., Whittier, Calif.—Rock bits, reamer rock bits and hole openers; reamers, casing scrapers and Neo-Red rubber stabilizers.

SIE

SOUTHWESTERN INDUSTRIAL ELECTRONICS CO., Houston, Tex.—Stereograph systems and instruments—electronic, electro-mechanical. Computers—analogue and digital; recording systems. Special transformers, etc.

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pace the technological advances of the rapidly expanding petroleum industry.

Dresser is proud to be headquartered in Dallas and to have been able to play a small part in the great Dallas Drama. Our sincere compliments to those who have played the starring roles.



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Dallas

HONORS and AWARDS

"Dad of the Year" Chosen. J. Wesley Fry, 50-year-old Dallas Power and Light Company meter division supervisor, is the winner of this year's Central Dads' Club "Dad of the Year" title and Arthur A. Everts Gold Watch Award.

Mr. Fry, whose 16-year-old son, Johnny, Jr., is a third-year grid prospect at Woodrow Wilson High School, won over eight other award nominees for his outstanding work in behalf of teen-agers. At one time he was a professional baseball player.

Named vice-president in charge of athletics for the Central Dads' Club of Texas, Mr. Fry also has served two straight years as president of the Long-Woodrow Wilson Dads' Club and is currently vice-president in charge of school activities.

Doctors Get Palsy Awards. Awards of appreciation have been given to 12 Dallas doctors who contributed services at the Cerebral Palsy Treatment Center of the Dallas Society for Crippled Children.

Awards went to Dr. Margaret Watkins, chief of the medical staff, Dr. Martha Helen Hale, Dr. William H. Bradford, Dr. Oscar Marchman, Jr., Dr. O. Pardue Sanders, Dr. Louis E. Adin, Jr., Dr. Cecil Stell, Dr. Jack I. Woolf, Dr. Fred T. Rogers, Dr. Paul Levin and Dr. Francis T. Harrington, physicians, and Dr. Myers Thornton, dentist.

★

Automotive Wholesalers Elect Officers. Morrie Giller, co-owner of P-M Auto Parts, has been elected president of the Dallas Automotive Wholesalers Association.

Other officers elected were Sam C. Beeler, Schoellkopf Company, vice-president, and R. Straach, Auto Supply Company, secretary-treasurer.

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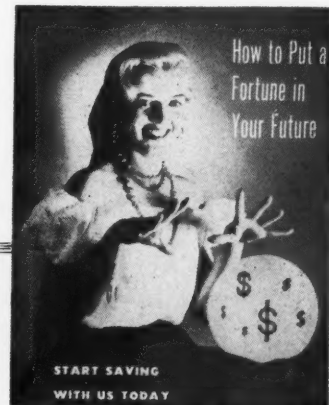
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Dallas Gets Safety Award Plaques

Plaques for six awards that Dallas won in the 1955 national traffic safety contest were presented to Mayor R. L. Thornton at a luncheon of the Dallas Advertising League at the Hotel Adolphus. The plaques represent the top awards of the National Safety Council and the International Association of Chiefs of Police, plus four other safety council awards for outstanding performance in safety organization, outstanding performance in public safety education, for reducing its traffic death record below the average of the previous three years, and for outstanding performance in the keeping of traffic accident records.



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progress report and comparative summary of earnings and retained earnings

AS OF JUNE 30, 1956

The following summary of earnings and retained earnings is for the period April 12 to December 31, 1954, the year ended December 31, 1955, and the six months ended June 30, 1956:

	Period Apr. 12 to Dec. 31, 1954	Year Ended Dec. 31, 1955	Six Months Ended June 30, 1956
OPERATING REVENUES:			
Crude oil and gas sales	\$ 20,983.22	\$ 273,817.71	\$ 245,187.76
Drilling contract income	58,125.00	967,253.19	701,897.83
Equipment rental income	—0—	33,891.24	65,081.15
Other operating income	—0—	3,264.23	5,974.15
Total operating revenues	\$ 79,108.22	\$1,278,226.37	\$1,018,096.79
OPERATING EXPENSES:			
Production and drilling contract expenses	\$ 28,861.08	\$ 598,863.26	\$ 352,323.18
General and administrative expenses	45,902.99	105,841.57	142,628.91
Maintenance and repairs	1,452.36	15,401.18	21,385.79
Taxes, other than federal taxes on income	842.03	24,955.63	27,177.87
Depreciation	2,141.06	27,461.34	38,152.94
Depletion	10,551.93	112,809.96	119,989.09
Rentals	3,768.88	12,157.10	10,996.24
Abandonments and dry holes	59,734.61	135,765.87	102,730.83
Amortization of deferred charge	—0—	60,000.00	—0—
Total operating expenses	\$153,254.94	\$1,093,255.91	\$ 815,384.85
Operating income or (loss)	(\$ 74,146.72)	\$ 184,970.46	\$ 202,708.65
Income deductions, less other income:			
Interest expense	10.38	30,156.26	31,446.51
(Gain) or loss on sale of property and equipment	(4,532.44)	—0—	—0—
Less, miscellaneous other income	\$ 4,522.06	30,156.26	31,446.51
	1,992.82	4,811.65	—0—
	\$ 6,514.88	25,344.61	31,446.51
Income or (loss) before federal taxes on income	(67,631.84)	159,625.85	171,265.24
Federal taxes on income	—0—	—0—	36,190.49
Net income or (loss)	67,631.84	159,625.85	135,074.75
Net income or (loss) per share (based on shares outstanding)			
	cents (loss)	43 cents	37 cents
Dividends declared			
	None	None	None
Retained earnings (deficit) balance at beginning of period	—0—	67,631.84	91,994.01
Net income or (loss), as above	(\$67,631.84)	159,625.85	135,074.75
Retained earnings (deficit) balance at end of period	(\$67,631.84)	\$ 91,994.01	\$ 227,068.76

to all stockholders:

The rate of growth shown by our Company during 1955 has continued through 1956.

Cash earnings for the six months period ended June 30, 1956 amounted to approximately \$432,000 as compared with \$500,000 for the year 1955. This is at an increased annual rate of 75% over 1955. Net earnings after all charges, but before federal income taxes, amounted to \$171,000 for the six months, as compared with \$160,000 for the year 1955, for an increased annual rate of 114%. Net earnings per share for the six months period, after deduction of all charges, except accrued federal income taxes, amounted to 47¢ per share, for an annual rate of 94¢, as compared with 44¢ per share for the year 1955. Net reserves, as compiled by DeGolyer and MacNaughton and James A. Lewis Engineering, Inc. have increased to 5,000,000 barrels as compared with 3,000,000 barrels as of December 31, 1955.

James R. Wendover
President

NORTEX OIL and GAS CORP.

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dallas, texas



Honors and Awards



MARY CALLAWAY

Editor of the Year. Mary W. Callaway has been named "Editor of the Year" by the Dallas Chapter of the Society of Associated Industrial Editors. Mrs. Callaway is editor of *The Southlander*, official publication of Southland Life Insurance Company of Dallas. She received her award for achievement in her editorial field as well as service to local community and civic functions. She received a five-year pin from the Red Cross earlier this year.

*

Jaycee of the Year Chosen. Carl McClesky, building manager and purchasing agent for the Southwestern Life Insurance Company, has been selected as Jaycee of the Year.

Mr. McClesky received a beautiful dual pen set from Myron Everts, president of the Arthur A. Everts Company and originator of the annual award.

*

Dallas Boy Wins Car Design Contest. John T. Williams, Jr., 15-year-old son of Mr. and Mrs. John T. Williams of 2526 West 10th, has been named a regional winner for Texas, New Mexico and Arizona in the junior age division of the 1956 Fisher Body Craftsman's Guild model car competition.

Young Williams, who built his model car partly in vocational courses at W. E. Greiner Junior High School last year, receives \$150 in cash as first-place winner in Texas, and his regional honors entitle him to an expense-free trip to the Guild's convention in Detroit.

Armand DuVal, 19, of Route 6, and Ronald P. Monroe, 19, of 6731 Orchid Lane in Dallas, were among ten Texas youths winning honorable mention awards of \$25.

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Dallas

AVIATION

Southwest Airmotive Observes Jet Contract Anniversary. Now producing at the rate of seven per day, Southwest Airmotive Company, Love Field, has observed the first anniversary of its contract to overhaul jet engines for the Air Force.

Marking the occasion, the company delivered its 1,000th overhauled jet in the presence of Col. Clare Bunch, deputy director of maintenance engineering, Air Materiel Command, who came to Southwest from Dayton, Ohio, for a plant inspection tour.

Today, Southwest Airmotive Company remains the industry's only non-military, non-manufacturing jet engine overhaul facility.

★

Braniff Announces Loan Plan. Braniff Airways, Inc., has made arrangements to borrow from a group of insurance companies up to 40 million dollars on a long-term basis, the funds to be drawn as needed through 1960.

The notes will mature in 1967. The funds, together with the proceeds of a prospective stock issue, will be used to defray the cost of new aircraft, flight equipment and other facilities.

The loan was negotiated for the company by F. Eberstadt and Company.

★

Airlines to Build Stewardess School. American Airlines, Inc., soon will start construction of the first school in the United States to be devoted entirely to the training of airline stewardesses.

The new school will be located midway between Dallas and Fort Worth and will be equipped to train one thousand students a year.

Scheduled for completion in August, 1957, the building will include sleeping quarters for staff and students, classrooms, dining hall, an outside dining terrace and indoor recreational facilities.

The architect for the school is Wyatt C. Hedrick.

★

Temco Gets Additional Overhaul Contract. Temco Aircraft Corporation has been awarded an additional contract to supplement its present overhaul of F-84G jet fighters for the U. S. Air Force.

Temco has been overhauling the F-84G jet fighters in its Dallas and Garland plants since March of this year.

INTEREST— BY THE BARREL

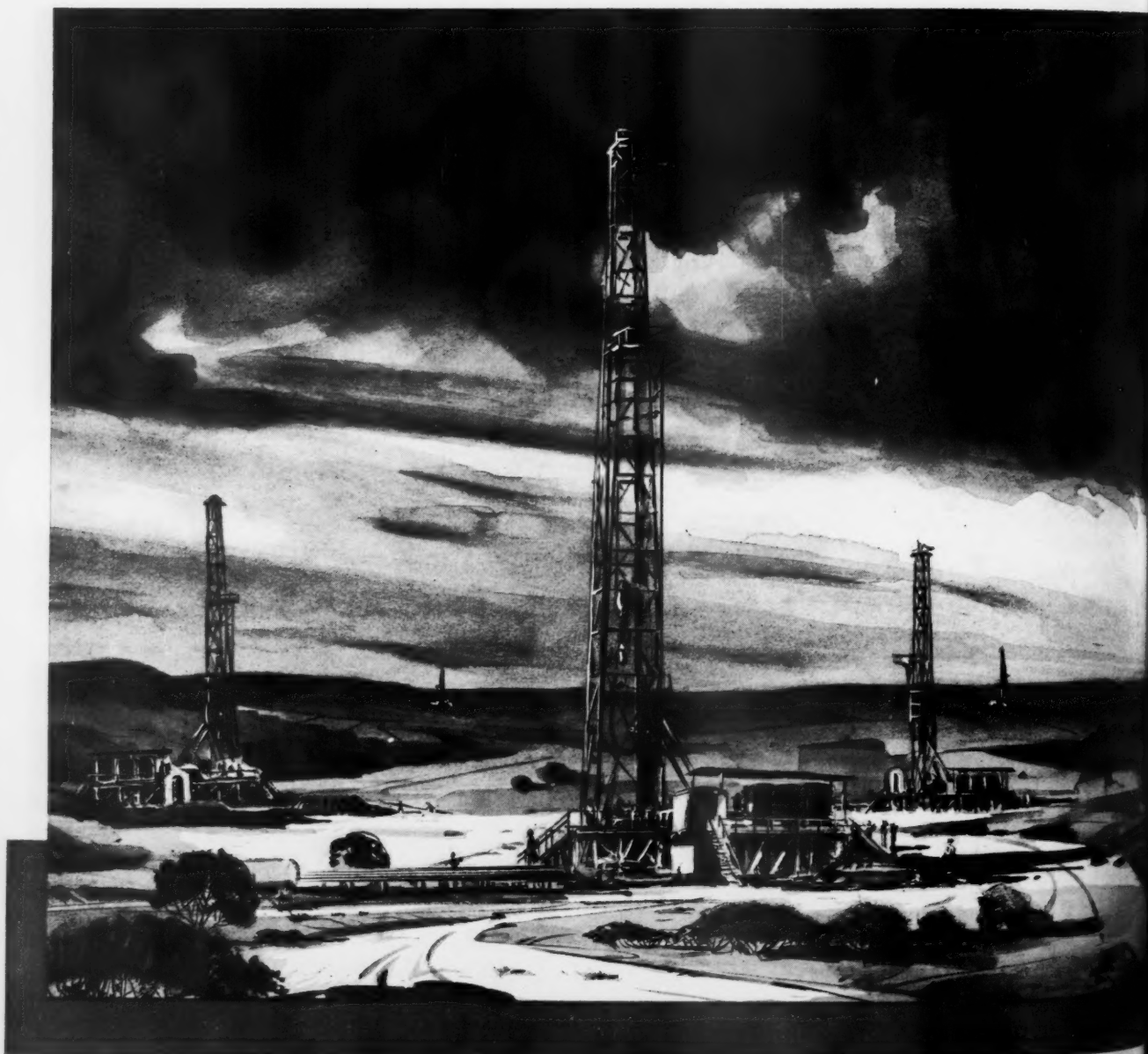
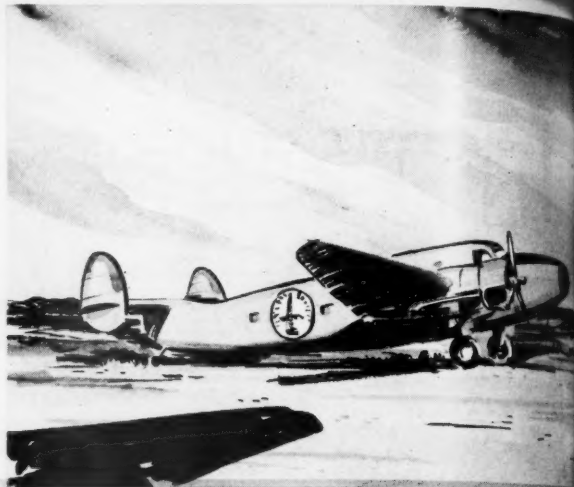
In 1930 Dad Joiner's famous gusher opened the great East Texas oil field. Almost overnight East Texas saw a frantic influx of operators of all descriptions. Companies mushroomed in rapid succession, and as often as not disappeared as quickly as they came. Ready cash was not often available and credit was strained to the utmost. General American Oil was no exception. But its leaders were determined. From them came the solution that in time became an institution — the innovation of the interest-bearing oil payment . . . a method of purchasing properties with a small cash down payment and the balance in oil payments that *bore interest in oil*.

It was this type of thinking — ingenious, yet conservative — that made General American grow. Oil companies that survived the hectic East Texas days are few, but they are solid. Such a one is General American. Its operations now spread through fourteen states, three Canadian provinces, and overseas to Spain. Today, the Company produces over 8,000,000 barrels of oil annually from approximately 2,800 net wells.

Last year saw the completion in Dallas of the ultra-modern Meadows Building, built by General American's Employees' Retirement Trust and named for Algur Hurtle Meadows, the Company's executive committee chairman.

General American's journey from its first small frame building in Gladewater, Texas, to the beautifully landscaped Meadows Building in Dallas has been a long and dramatic one. Yet, in another sense, it has been a short one, for this journey of growth is clearly but a keynote for future progress.







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Dallas EDUCATION



SMU Gets Press Club Scholarship. The Press Club of Dallas has presented a check for \$600 to the department of journalism of Southern Methodist University.

The gift will be used for several tuition scholarships during the 1956-57 terms. They will be called The Press Club of Dallas Journalism Scholarships.

Presentation was made by Bill Barnard, left, president of The Press Club, to Willis M. Tate, president of Southern Methodist University.

★

Medical Structure One-Fifth Complete. The new \$3,500,000 Clinical Science Building under construction at the University of Texas Southwestern Medical School is now about 20 per cent complete.

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When you figure the cost of air conditioning, figure operating costs, too. You're in for a grand surprize when you learn that the cost of running this big ¾ model Fedders is 40% less than standard air conditioners. It uses less electricity more efficiently. Now, you can fit the cost of air conditioning one more room into your monthly household budget easily.

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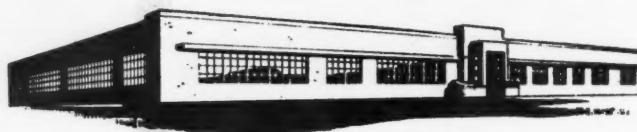
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Education

St. Mark's School Starts Three Buildings. Work has begun on a \$148,850, three-building project for St. Mark's School of Texas under the auspices of the Episcopal Extension Foundation.

Ground has been broken for a chapel, music and art building, and a rectory for the resident chaplain, all to be located north and west of the campus, at 10600 Preston Road.

The chapel will be constructed so it can be converted into an auditorium for concerts, drama productions and other school activities. It will have a seating capacity of 474.

Tom Scott Dean is the architect and Mark Coinpepas, Dallas contractor, is in charge of construction.

★

3,600 Teachers Due. The Dallas public schools will have about 3,600 teachers when school opens on September fifth.

This will be an increase of 150 over the 1955-56 total, the additional teachers filling new positions in the school system. The figure does not include the number of replacements because of teachers retiring or resigning.

Coupled with the increase of teachers, the Dallas school system will have five schools completed during the summer in time for the 1956-57 opening — the Oliver Wendell Holmes Junior High, Alex Sanger School, Annie Webb Blanton, Arthur Kramer School, and John J. Pershing School.

Enrollment during the new school term is expected to hit 110,000, an all-time high.

★

Foundation Gets Estate Funds. Southwestern Medical Foundation has received a bequest of more than \$100,000 from the estate of Mrs. Louise McClurkin.

The money has been designated the Fred and Louise McClurkin Bequest, and will be regarded as a permanent memorial to Mr. and Mrs. Fred McClurkin.

According to terms of the will, the funds will be used in Dallas to help in prevention and cure of polio and heart diseases.

★

Travis School Drawing Completed. Architect Sam Giderman has completed the working drawings and specifications for the William B. Travis School, 3001 McKinney Avenue. Approval is expected when the Dallas Independent School District board meets.

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May we introduce Fred W. Russell. Prior to joining Kenneth Murchison & Company as an Account Executive Fred was associated with the Connecticut Mutual Life Insurance Company in Chicago for four years, Rollins, Burdick, Hunter & Company for six years and was a senior Account Executive with Marsh & McLennan, Inc., for eight years.

Fred W. Russell

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CLUBS

Legion Post Names Commander.

Fred Bruner, a Dallas Lawyer who formerly was District Attorney Henry Wade's first assistant, has been elected commander of the John Low-Joe Smart American Legion Post No. 53 for 1956-57.

Mr. Bruner served in the Army from 1942 to 1946, spending two years with the Signal Corps in the Pacific theater.

Other officers include E. H. McNeil, first vice-commander; Marvin Mason, second vice-commander; Pete Eisele, third vice-commander; James Mayo, finance officer; Mike McKool, judge advocate; the Rev. Donald G. Smith, chaplain; Clint Worth, assistant chaplain; Dean Boswell, historian O. G. McCain, Jr., sergeant at arms; Dan T. Hancock, assistant sergeant at arms; Sam Bernard, service officer; and Earl Robinson, adjutant.

★

Legion District Names Chairman.

Charles A. Osborn, 814 Salmon Drive, a past commander of the Oak Cliff American Legion Post, has been appointed Fifth District chairman of the Legion's Americanism committee. The Fifth District is composed of Dallas County.

Mr. Osborn, active in Legion affairs since organization of the Oak Cliff Post, will have over-all supervision of the program of junior baseball, Boy Scouts, school medal awards and other youth activities.

★

Toastmasters Install Officers. Vic Ballowe of Grand Prairie has been installed as governor of District 25 Toastmaster's International. The Big D Club was host to the installation.

Richard N. Smith was installed as lieutenant-governor.

The district includes the state of Texas and part of Louisiana, and is composed of 104 Toastmasters clubs.

★

Alumni Club Elects Officers. James R. Rodgers, 3624 Rosedale, has been elected president of the Vanderbilt Alumni Club of Dallas.

Mr. Rodgers is a member of Turner, Rodgers, Winn, Scurlock and Terry, attorneys at law.

Elected to serve as vice-president was John Neuhooff. Miss Grace McVeigh was named secretary-treasurer.



AYLEN

New Press Club Manager

John Aylen, a recent arrival in Dallas, took over as executive secretary and manager of the Press Club of Dallas on the first of the month, replacing Joe Hahn.

Born in London, England, Aylen's career in management began with service in the British Merchant Navy as purser and chief steward. During World War II, his experience was utilized in troop transportation, a billet that took him from the North African invasion to the surrender of the Japanese in Tokyo Bay, 1945.

Early in 1953, Aylen enrolled in the Lewis School of Hotel Management in Washington, D. C. He was later employed by the Army-Navy Club in Washington, D. C., General Motors Corporation, Trenton, N. J., and Westinghouse in Buffalo, N. Y.

His first introduction to Texas was in Waco where he served as manager of the Lake Waco Country Club. Before coming to Dallas, he was assistant manager for Willowbrook Country Club at Tyler.

★

Rosamond Heads Marketing Group.

New officers of the North Texas chapter of the American Marketing Association have been elected to serve during 1956-1957.

They include William A. Rosamond, Manager of Research and Central Record Department of the Dallas Chamber of Commerce, who was elected president.

Others include J. R. Jones of Texas Electric Service Company in Fort Worth, vice president; E. M. Roeder of the U. S. Department of Commerce, treasurer; and Mrs. Verna C. Brock of Southwest Research, Inc., secretary.

Mr. Roder was re-elected for a second term.

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Clubs

Cotton Bowl Group Elects. T. R. Berry, 605 N. Ervay, has been elected president of the Cotton Bowl Exchange Club. Mr. Berry, manager of the Fulton Bag & Cotton Mills of Dallas, has been vice-president of the organization since it received its charter a year ago.

Other officers include Harvey G. Cobb, vice-president; George Morris, secretary and treasurer; and W. R. Short, Joe M. Miller, William T. Kirk, Jr., LeRoy Byers, Elwood B. Anderson and Pete Garrison, all members of the Board of Control.

★

Officers Installed by Exchange Club. Attorney H. L. Morrison, Jr., 6517 Aberdeen, has been installed as president of the Exchange Club of North Dallas.

Other officers include William C. Wheat, vice-president; Surry G. Shaffer, Jr., secretary-treasurer; and Al T. Corbin, corresponding secretary.

Mexican Directory Invites Listings. Mexico's National Chamber of the Apparel Industry — Camara Nacional de la Industria del Vestido — is preparing a new and larger edition of its directory, to include foreign suppliers.

One section of the directory will be devoted to apparel industry manufacturers and distributors of all kinds of textiles, clothing, machinery, and accessories, such as buttons, zippers, and ribbons. Scheduled to go to press in about two months, it will include foreign manufacturers interested in exporting such items to Mexico. Listing is free, although paid advertisements are available.

Interested U. S. firms may send their names, addresses and capacity manufacturers, export agents, etc., with a description of the products offered, direct to Directoria de la Industria del Vestido y sus Proveedores, Camara Nacional de la Industria del Vestido, Maestro Antonio Caco No. 31, Mexico 4, D. F., Mexico.

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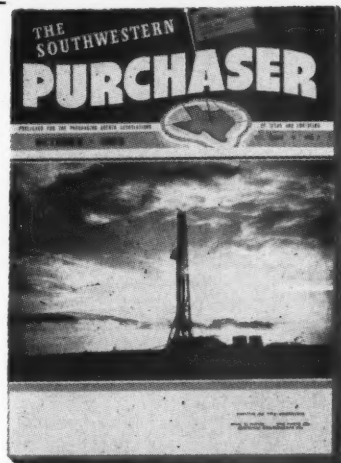
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NEW and EXPANDING BUSINESS

▶ Southwest Bank and Trust Company's controlling interest has been purchased from Carr P. Collins, Jr., by C. B. Hardee, chairman of the board since the bank was organized last October, and mayor of Irving since 1951. Mayor Hardee, who has been in the building and development business in Irving since 1946, became an active officer of the bank on August 1. Hans Mueller, executive vice-president, will continue in that capacity, and E. B. Wilkins will continue as cashier.

★

▶ Business Furniture Wholesalers of Dallas, Texas, have announced the formal opening of their showroom at 1544 Slocum Street. This showroom inaugurates a new service for decorators, architects, and dealers throughout the Southwest, specializing in furniture for offices and other commercial uses, and offering the development of custom-designed and special items for unusual needs. General Manager of the firm is Nelson Greenfield.

★

▶ United States Lift Slab Corporation, International Lift Slab Corporation, and Lift Slab of Australia, Pty., Ltd., have moved their headquarters to Dallas, with offices in the Meadows Building. The Lift Slab method of construction consists of forming the upper floors and roof of the structure at ground level and lifting them by mechanical equipment to their proper elevation. Roger Walker, vice-president of Lift Slab, Inv., 5526 Dyer Street, is the licensee in the Dallas area.

★

▶ 7-Eleven Food Stores have opened two more outlets, boosting the number to 87 in Dallas and 192 in Texas. The new stores are at Hampton and Kiest in Oak Cliff and in the new Inglewood Park residential development south of Grand Prairie. Manager of the Oak Cliff store is Harmon Lewis, and Bob Wilkinson will head the Grand Prairie location.

BUSINESS PROPERTY



Southland Life Bldg.—Dallas—Phone MI-9171

DALLAS • AUGUST, 1954

New and Expanding Business

▶ O. K. Ko-Op Rubber Welding System held open house for dealers from all over the nation at the recent opening of its new plant and district warehouse at 935 Polard Street. Constructed of masonry and steel, the structure will house the district offices and warehousing facilities for O. K. Ko-Op, which is headquartered in Denver. Owners of the building are James F. Lester and his son, James F. Lester, Jr., who have the franchise for O. K. Ko-Op in Dallas.

▶ The Goodyear Tire and Rubber Company held a dealer-customer open house to officially open its new Southwest Division Retread Plant at 960 Dragon. The 30,000-square-foot plant is equipped to retread tires ranging in size from the smallest passenger car models to the giant 29.5-29's used on earth-moving machinery. J. C. Arnold is Southwest division manager, O. N. Daly is assistant division manager and plant superintendent, and Murl C. Johnson, Jr., is plant manager.

▶ Worthington's 5¢ to \$1 Store in Casa View Village has been officially opened. A feature of the store is the complete foliage department, which has a tropical plant section. George Shotwell is the manager of the store, which is one of seven in the Dallas area.

▶ The Meadows Building cafeteria, Central Expressway and Lovers Lane, is now under the management of Vick's Restaurants. The same quality of food served in the downtown restaurants will be featured at the Meadows Building location which has a seating capacity of 200 persons.

▶ Manpower, Inc., has opened a Dallas office at 2206 Live Oak with William E. DeButts as manager. This is a local concern in that it is a Texas corporation operating within the franchise program of Manpower, Incorporated's national business service of providing customers with all types of temporary help. This enables cost conscious companies to keep their regular working force down to a minimum and call on Manpower during emergency, rush or overload periods. Other Manpower offices in the Southwest and South are located in Houston and New Orleans.

▶ George Evans Superior Motors, Inc., now is operating the Lincoln-Mercury agency at Marsalis and Eighth, recently acquired by George Evans, former sales manager for a Dallas automobile dealership. The new owner intends to emphasize especially the service phase of the business, providing the type of shop operation proven fully satisfactory to automobile owners. D. J. Reese is sales manager of the company, Duke DeFee is service manager, with Bob Dunn as service assistant. Verne Arnold, secretary-treasurer, is office manager, and Cecil Waller has been named parts and accessories manager.

▶ Braniff Airways, Inc., has leased a new 10,000 square-foot office and warehouse building at 2680 Freewood Drive in the new Highland Industrial District, Harry Hines Boulevard. The new facilities will be used by Braniff advertising and parts personnel. Lease negotiations were handled by Jim Randolph, Bolanz & Bolanz, Realtors.

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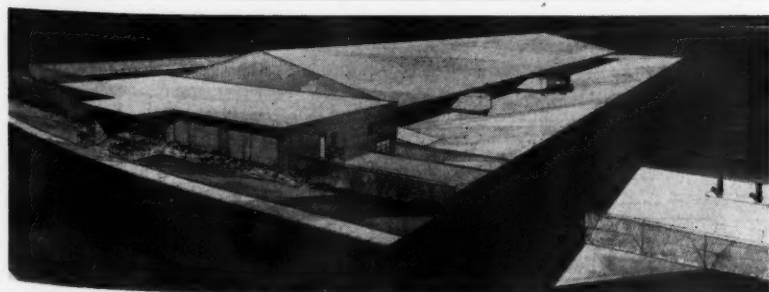
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Herrin Transportation in New Terminal

Herrin Transportation Company is now located in a new terminal building at 3550 Kiest Boulevard with 780,000 square feet of motor freight facilities. Rambo Construction Company, Fort Worth, was the general contractor and the building was purchased through Claude Arnold. R. T. Herrin is president of Herrin Transportation, and the firm's general office is in Houston.

DALLAS • AUGUST, 1956

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New and Expanding Business

► New York Merchandise Company, a large independent importer of variety store merchandise, will move from 1110 Commerce Street to its new 100,000-square-foot regional office and warehouse building around December 1. McFadden & Miller are general contractors for the new structure being built by Trammel Crow at Oak Lawn Avenue and Irving Boulevard in the Trinity Industrial District. Arthur Dominus is regional manager for the company.

*

► World Gift Company has moved into a new 14,000-square-foot office and warehouse building located at 9212 Sovereign Row in the Brook Hollow Industrial District. Gower & Folsom Construction Company was the building contractor, and Campbell & Campbell handled the real estate matters. World Gift buys unusual art goods and home accessories abroad and sells direct to consumers in the Southwestern area. Dick Kelly is president of the firm.

► Lewis Grinnan Company is now located in its newly remodeled quarters at 1305 Main Street. The firm occupies two floors on the west side of the Davis Building, and the ground floor location provides easy access for customers with entry from Main Street or the building lobby. Private offices permit customers to discuss their financial problems in confidence. The accounting department, servicing department and employee coffee lounge are easily reached by private elevator. The offices on both floors were modernized by Louis G. Caldwell Associates, designers and engineers, and the interiors were decorated by John Astin Perkins.

*

► Continental Engraving Company has more than doubled the size of its plant by a move into new quarters at 1400 Marilla at Akard. Continental occupies 8,000 square feet on the second floor in the new location, and much new equipment has been installed. The firm is owned by Charles McKool and John Caddell.



Fabricon Products Establishes Dallas Branch

Fabricon Products, a division of Eagle-Picher Company, has opened a Dallas warehouse to meet the growing demand for its Lamin-Art plastic sheets and to give improved service to Fabricon customers. The firm has 5,000 square feet of facilities at 130 Leslie Street, leased through Watson and Watson. Louis A. Fisher is president of Fabricon Products and the vice-president is J. N. Tinchell.

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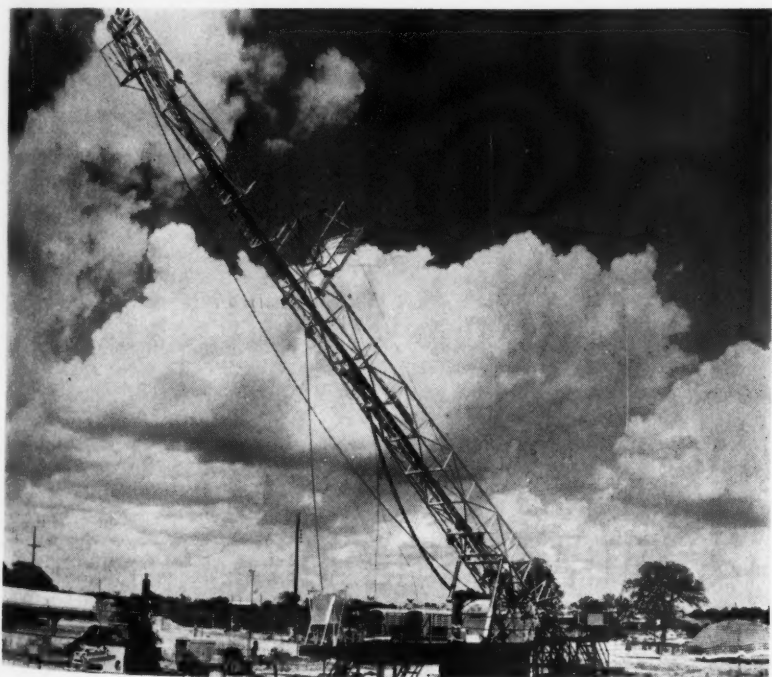
Phone TAYlor 5194

New and Expanding Business



Contracting Firm Moves to New Plant

Sam P. Wallace & Company, mechanical contracting firm, marked its third year of business by moving to a new, enlarged plant at 2102 Proctor Street, and by the formation of an additional company known as Sam P. Wallace Construction Company, Inc. The new facilities are located on a two-acre tract with 3200 square feet devoted to warehousing, 5000 square feet to offices, and 2000 square feet of parking shed space. Officers for the new construction company are Sam P. Wallace, president; Carl P. Wallace, executive vice-president; Robert R. Wallace, secretary and treasurer; and Miss Mary Carson, assistant treasurer.



New Rig Designed to Cut Drilling Costs

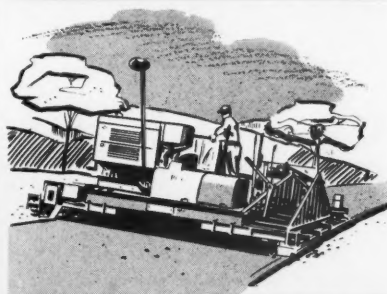
Joy Manufacturing Company of Dallas has demonstrated a rig which can drill to depths of 5100 feet using three and one-half inch drill pipe, and can reach more than 10,000 feet with two and one-half inch pipe. Yet the drill is trailer-mounted and can be moved to nearly any drilling site, rigged up, and put into operation in a minimum of time. Joy's Model 510 is a "Slim Hole Rig" and is designed to cut overhead and produce more footage drilled per dollar of investment than is possible with conventional rigs.

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New and Expanding Business



Rodgers Engineering in New Quarters

The Rodgers Engineering Company, North Texas distributors for Mueller Climate and Kennard air conditioning equipment and accessories, has occupied its new office and warehouse at 1925 Record Crossing, a block north of Inwood Road just off Harry Hines Boulevard. The building contains 6,000 square feet of office and display space and is of brick and steel joist construction. Customer loading facilities are provided on one side. Fred A. Rodgers is president of the firm, which formerly was located at 2021 Cedar Springs.

▶ The F. W. Woolworth Company has signed a long-term lease for an outlet in "Big Town," the 75-acre regional shopping center located at U. S. Highway 80, near Buckner Boulevard. The new store will contain 40,000 square feet and will be the second largest Woolworth store in Texas. Construction will begin by the spring of 1957.

★

▶ Waikiki Pools, Inc., is introducing a swimming pool made of molded fiberglass in the Dallas-Fort Worth area. This pool is manufactured in California by one of the largest molders of fiberglass materials. Waikiki Pools is the distributor for a five-state area.

★

▶ Mullins Furniture has been officially opened in Casa View Village, with the store joining 18 other merchants for a four day "Salebration" of the new \$1,750,000 shopping center. M. D. Frank, who has had eight years' experience in the wholesale furniture field, is the manager of the new Mullins store, which offers a complete line of home furnishings, carpeting and appliances.

★

▶ Eureka Products Company, 2232 Butler Street, has been appointed as the representative in Texas, Oklahoma, New Mexico, Arizona and Louisiana for American Distilling and Manufacturing Company of East Hampton, Connecticut, which hazel distillers. Irving J. Sharps, general manager of the Eureka firm, will be in charge of sales.

▶ Skillern's Drug Stores, twenty-seventh location has been formally opened in the recently completed Casa View Village Shopping Center, Ferguson and Gus Thomason Roads. It is the thirty-sixth store for Skillern's in the Dallas-Fort Worth area.

★

▶ Cook Paint and Varnish Company recently opened its fifth Dallas store at 7825 Lake June Road in Pleasant Grove. The store carries a complete line of painting and decorating supplies. A. Church Huelbig is supervisor of the five Dallas stores, and W. E. Countryman is the Pleasant Grove store manager.

★

▶ Air Reduction Company, Inc., of New York, has announced the acquisition of seven and one-half acres of ground on Watson School Road immediately across from the General Motors plant in Arlington. The firm now has branches in Dallas and Fort Worth, and construction on the Arlington plant will begin in the near future. Jim Moran, of Hudson & Hudson, Realtors, handled negotiations for Hart Willis, Jr., seller.

★

▶ Lone Star Beer Company, Inc., is a new firm formed to distribute Lone Star beer in the Dallas area. The company will operate from 1307 River Street and will service the 1,900 retail accounts in Dallas county. Its officers include W. O. Childress, president; W. D. Barrett, vice-president and general manager, and Dalton Wattner, vice-president in charge of sales. Robert E. McKee is secretary-treasurer. The office manager is James Lee.

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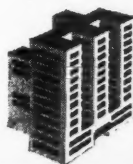
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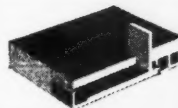
COOL...



... IN OFFICES



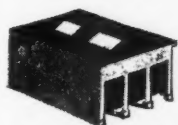
... IN CHURCHES



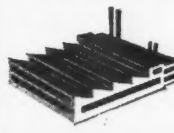
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New and Expanding Business



United Glass in New Building

The United Glass and Mirror Company is now in a modern new building at 2616 Swiss after a fire in the fall of 1955 that destroyed their office and a large portion of their warehouse. New machinery has been installed and the firm is completely equipped to serve their customers, furnishing and installing plate glass store fronts, modern and antique mirrors for the home, and stained glass windows for churches. Mrs. Pat H. McCray is the owner of the company and the manager is Charles L. Walker.

► Fluorescent Lite Equipment Company, manufacturers and distributors of fluorescent lighting fixtures, have leased new facilities at 1012 McKinney Avenue. Lease negotiations were handled by Jim Randolph, Bolanz & Bolanz, Realtors.

★

► 7-Eleven Food Stores have opened two markets, one on Valley View Road at Dennis Road, one and one-half miles west of Marsh Lane, in Farmers Branch; the other at the intersection of Central Expressway and Northaven Road. The Farmers Branch store, the 21st store owned entirely by company employees, will be managed by Don Holmes. Manager of the Northaven store is Harley Engle.

► The Appraisal Library has opened in the Davis Building in Dallas, following acquisition by Colonel Leonard M. Cowley of the large appraisal plant assembled by E. L. Bale, veteran real estate appraiser, over the past 20 years. The "plant" files contain some half million items of information relative to property sales, mortgages and offerings recorded or publicized in Dallas County since 1936. Colonel Cowley, realtor and independent real estate appraiser, will maintain and continue to operate the appraisal library founded by Mr. Bale, and will offer a complete real estate appraisal service to the public. Mr. Bale will office with him and be available for consultant service concerning real property.



Equipment Firm Opens Dallas Branch

Bratten-Bott Company, a firm specializing in petroleum handling equipment, has opened a Dallas office and warehouse at 1515 Levee Street. The parent company is located in Houston. Don W. Grant and L. D. Piper head up the Dallas operation.

New and Expanding Business

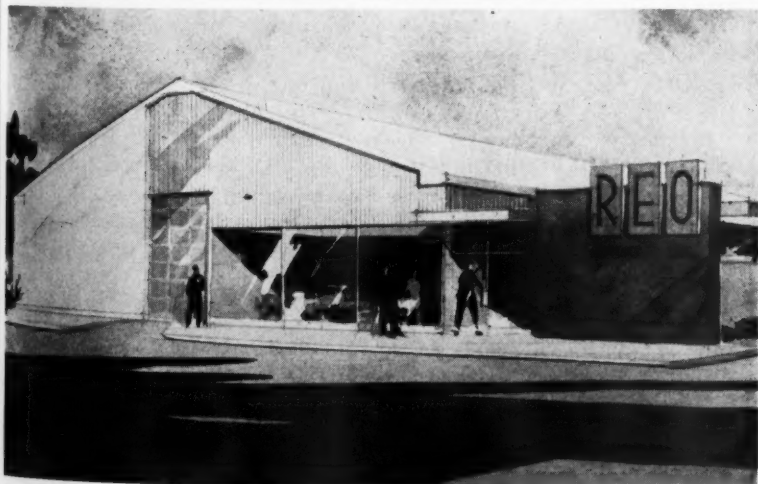


Minnesota Mining in New Location

Minnesota Mining and Manufacturing Company is now in its new location at 2121 Santa Anna. The building, designed by Architect George L. Dahl, contains 32,000 square feet. The general contractor was the Inwood Construction Company.

► Fulton Bag & Cotton Mills, one of the nation's largest and oldest manufacturers of textile and multiwall bags, has been purchased by a group of industrialists for approximately ten million dollars. Fulton operates mills and bleachery in Atlanta, and bag manufacturing plants in Atlanta, Savannah, St. Louis, Kansas City, Minneapolis, Denver, Dallas, New Orleans and Los Angeles. The company has had a plant in Dallas for the past 50 years.

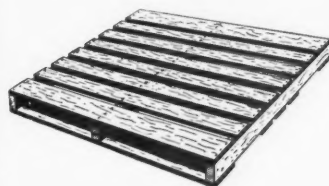
► The Gibson Refrigerator Company, 79-year-old manufacturer of appliances, has opened a new factory warehouse branch at 9200 Ambassador Row in the Metro Warehouse in the Brook Hollow Industrial District. The Dallas warehouse will be fully staffed for sales and service to Gibson dealers in Northeast Texas. Herschel Johnson, former divisional sales manager, will be manager of the new branch and Earl Barron will be sales manager.



Reo Motors Starts New Building

Reo Motors, Inc., begun construction of a new building for its Southwest regional headquarters and Dallas branch offices. The structure, being erected on a one and one-half acre site at the southwest corner of Irving Boulevard and Sylvan Drive, will contain more than 21,000 square feet of floor space, and will house a complete parts department and shop for servicing motor truck equipment. Delta Steel Buildings Company is the designer and contractor. George M. Wilkins is regional manager of the firm and the Dallas branch is headed by J. M. Crispin.

HARDWOOD PALLET



• PALLET DOLLIES

- PALTIER STACKING
PALLET & RACKS
- WATCO SKID
PLATFORMS
- BIG JOE LIFT
TRUCKS
- WAREHOUSE
TRUCKS

W. A. TAYLOE CO.

Materials Handling Equipment

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DALLAS 19, TEXAS

4101 San Jacinto JA 2-4647

HOUSTON 4, TEXAS

LONE STAR IS EQUIPPED TO HANDLE



★ ANY SIZE
PIPE PROJECT



★ CROSS COUNTRY
PIPE LINE
CONSTRUCTION



★ PIPE LINE
RIVER CROSSINGS

★ TAKING UP AND
RECONDITIONING
OLD PIPE LINES

LONE STAR CONSTRUCTORS

Paul R. Halbert N. K. McFarland

OFFICE AND WAREHOUSE
10301 SHADY TRAIL
DALLAS 20, TEXAS PHONE FL 7-2833



Arnold isn't an
Arsonist!



He just doesn't have
"Continuous Vision"

Things like this happen when your natural vision is impaired—when you don't have "continuous vision," the ability to see at all distances. Many bifocal-wearers adopt an unnatural head position in an effort to avoid such incidents. Your doctor may prescribe Continuous Vision Lenses to restore comfortable, normal vision and young seeing habits. So, bring your prescription to us for prompt filling in your choice of frames.

"The Prescription House for the
Eye Physician"

SYLVESTER'S
Dispensing Opticians

Phone RA-6968

301 Medical Arts Building

Dallas

Dallas

APPOINTMENTS and PROMOTIONS

VERNON G. HIGGINBOTHAM has been promoted to Dallas branch manager of Arthur Anderson and Company, accounting and auditing firm. Mr. Higginbotham joined the Lubbock firm in 1951 and was transferred to the Dallas office two years later.



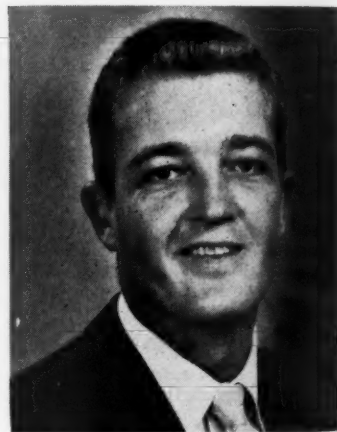
JAMES P. FIGGINS, JR., has been named district sales manager for Trans World Airlines in Dallas. Figgins succeeds to his present position after eleven years with TWA. He started in Kansas City as reservations agent and has worked in various sales capacities in Amarillo, Wichita and Phoenix.

*

MARSHALL RUTHERFORD of Burrus Feed Mills has been appointed sales manager of District II. Mr. Rutherford, a graduate of Texas A & M College, will supervise sales activities in ten territories for the mill, assisting managers and dealers with sales and distribution problems.



PATRICK J. FAY has joined Wyatt and Bearden Advertising as director of radio, television and film activities. Mr. Fay, a graduate of Carnegie Tech's drama school, formerly was staff director with the DuMont Television Network and regularly directed such shows as Bishop Fulton J. Sheen and Broadway to Hollywood.



C. W. FOX has been appointed territory representative for Shuron Optical Company, Inc., of Dallas. Fox has been associated with Shuron for several years. He is a graduate of North Texas State College where he received a BA degree in Economics.

KEITH-KOTE

Perfection in

**COATING
CLEANING**

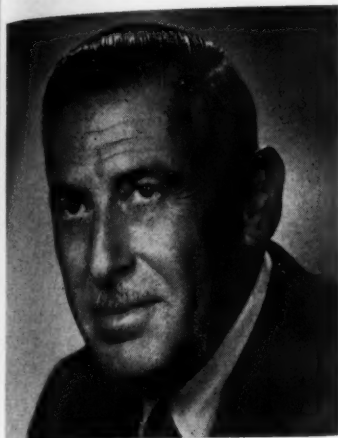
**WRAPPING
RECONDITIONING**

all types of pipe

**E. Hi-Way 80, Grand Prairie
Tel. AN 2-1527, 1528**

**E. R. ALLBRITTON
President**

Appointments and Promotions—



LEO LANDAUER

Consulting Engineers Announce Officers. The Dallas-Fort Worth Chapter of the Texas Association of Consulting Engineers has elected as its third president Leo Landauer of the firm of Landauer and Shafer.

When he began his career in 1929, Mr. Landauer's firm was one of two or three such firms operating in the Southwest. Today there are 13 member firms.

Other present officers, besides Mr. Landauer, are R. S. Smith of Fort Worth, vice-president, and Arnold Gaynor of Gregerson and Gaynor, secretary-treasurer.

All members of the Dallas-Fort Worth Chapter are qualified professional engineers, actively engaged in the independent practice of their profession in this area.

**20 YEARS of
AIR CONDITIONED
CUSTOMERS
(ALL HAPPY)**



MATTHEWS ENGINEERING CO.
2122 OLIVE • RI-5166

Airtemp
DIVISION
CHRYSLER CORP.

REAL ESTATE LOANS

*Commercial
Industrial
Residential*

"Real Estate Financing Since 1908"

MURRAY
INVESTMENT COMPANY

Convenient Ground Floor Location

Several Parking Stations Just a Few Steps Away

1315
Pacific
Ave.

Phone
Sterling 3361

Between
Field &
Akard Sts.



...a team to bring you
AMERICA'S FINEST

- Local and Nationwide Moving
- Storage & Packing
- Rug & Upholstery Cleaning
- Business Files Storage

EXCLUSIVE DALLAS AGENT FOR MAYFLOWER

"WE GUARANTEE TO PLEASE"

2320 GRIFFIN ST. • PHONE RI-6515

AMERICAN TRANSFER and
STORAGE company

INSURANCE AND BONDS



Dallas Smith



Porter Ellis



Willard Crotty

Ellis-Smith and Company

THOMAS BUILDING • SINCE 1921 • PHONE RA-8427

looking for Oil in *TEXAS?*

... **call GSI** Accurate geophysical information is a valuable aid to your geologists... by combining the exploration tools of geology and geophysics you can greatly increase your chances of success in every wildcat venture.

Talk to GSI when you are looking for oil in Texas, or throughout the world. Let your geologists and GSI plan the most efficient method of conducting exploration of your prospect. Your nearest GSI representative can supply a range of instrumentation, personnel and equipment tailored to fit all your survey requirements.



OTHER U. S. OFFICES IN...
HOUSTON • MIDLAND
SHREVEPORT • HOUMA
NEW ORLEANS • DENVER
BILLINGS • CASPER
BAKERSFIELD

Write for bulletin 56-1, describing GSI's facilities for conducting seismic and gravity-magnetic surveys throughout the world.

GEOPHYSICAL SERVICE INC.
3900 LEMMON AVENUE DALLAS 9, TEXAS

A World of Experience in Finding a World of Oil

Appointments and Promotions



FISHEL

Industrial Advertisers Elect Officers. Clark Fishel, advertising and public relations manager for Texas Instruments, Inc., of Dallas, has been named president of the North Texas Chapter of the National Industrial Advertisers Association.

Other new chapter officers are Ken McCain of Briggs-Weaver Machinery, vice-president from Dallas; Earl Collins, Evans and Associates, vice-president from Fort Worth; Gordon Teague of Magnusen & Teague of Fort Worth, vice-president for other North Texas cities; John Johnson, Chance Vought Aircraft, vice-president in charge of programs; Dan Goodrich of Dan Goodrich Advertising, secretary; Don Brown, Southwestern Advertising & Marketing, treasurer, and Bob Blake, Dallas Times Herald, sergeant-at-arms.

★

M. H. TOOLEY has been appointed Dallas division manager for Western Auto Supply Company. Mr. Tooley, who has been with the firm over six years, will have supervision of 28 company stores and 208 dealer stores for Western Auto in North Texas, New Mexico, and parts of Arkansas and Louisiana.

★

FREDERICK C. FLYNN has been appointed Southwestern district sales manager for United Air Lines, with offices in Dallas. **MARSHALL SHERMAN**, who formerly held that post, has been transferred to become district sales manager of the Akron-Canton, Ohio, area.

Flying?

LOVE FIELD is DALLAS

Don't Buy a Detour!

DALLAS • AUGUST, 1964

Appointments and Promotions

CHARLES H. DELAFIELD, for ten years Southwestern manager of the National Retail Furniture Association, has assumed the post of manager of the Southwest Homefurnishings Mart, due for completion in the summer of 1957. Mr. Delafield is well known in the Southwest through his work with the retail association and his sales and merchandising clinics. He is the author of several accepted works on furniture design and marketing. **JESS O. YEARGAN**, for many years manager of Fakes & Company of Dallas, will be assistant manager. **BENNIE SWENSON** of the Cain Organization, Inc., the Mart's public relations counsel, will serve as promotion director for the Mart. **BILL CAMPBELL, JR.**, of Campbell & Campbell, heads up space merchandising and leasing.

★

FRANK J. HEILING has been appointed vice-president in charge of industrial development for the Missouri-Kansas-Texas Railroad. Mr. Heiling, who resigned as president and general manager of the Texas City Terminal Railway Company, will make his headquarters in Dallas.



WILLIAM NOLL SEWELL has been appointed assistant manager of the Oak Cliff Chamber of Commerce. A former weekly newspaper publisher and member of the Texas State Legislature, Sewell is publisher of the historical booklet, "The Dallas Story." A native of Midlothian in Ellis County, Sewell attended the Dallas public schools and graduated from old Oak Cliff High School in 1927. He received his college training at SMU and Hardin-Simmons.

M. C. BERNER has been promoted by the American Motors Corporation to the newly-created post of automotive zone manager for the Dallas district. Mr. Berner has been Hudson zone manager in Chicago since joining American in 1954. **H. B. LUCAS**, formerly assistant zone manager of Nash, has been named zone sales manager for Nash and Hudson. Mr. Lucas joined the company in 1947 as a distributor in the Kansas City zone.

★

RICHARD B. BARNHART has been named manager of the Dallas-Houston hotel and restaurant sales branch of H. J. Heinz Company. Mr. Barnhart joined the Heinz organization in 1937 and has done hotel and restaurant sales work since 1948. He will have headquarters in Dallas.

★

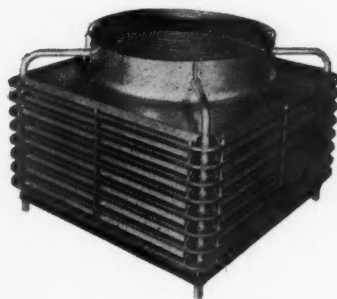
BILL WOLFORD has been appointed sales engineer for Delta State Building Company to serve the Dallas, Wichita Falls and Gainesville area. Formerly an industrial realtor in Dallas, Mr. Wolford is a graduate of Oklahoma and Northwestern Universities.



ALL-NEW Janitrol

 **Win-Sum Matic**

**HEAT, AND COOL
IN 4 1/2 SQ. FT.**



CATLETT ENGINEERS, INC.

9020 Garland Road

FA-2683

Young Men Going Places

Toddie Lee Wynne, Jr.

by Elery Owens

THE name Wynne is an old and respected one in Texas. Among other things, it's behind one of the fastest-growing independent oil companies in the country. And very much a part of it is Toddie Lee Wynne, Jr., the 29-year old vice president of the American Liberty Oil Company.

Toddie Wynne, Jr., was born to his name — and, in a sense, to his position in the Wynne family interests. But he's also a young man who has backed up that position with drive and know-how.

At an age when most men are just getting well underway, he is concerned with the over-all operation of American Liberty — production, exploration, refining and marketing.

This last has taken on added importance in the last two years. In 1954, American Liberty launched its own brand of gasoline — "Amlico." It was a gamble in a highly-competitive industry dominated by the majors but one that is paying off. More than 360 service stations in Texas, Louisiana, Arkansas and Oklahoma now handle what American Liberty calls, "the fastest-growing brand of gasoline in the Southwest."

By the time this major step was taken, Toddie was already an old hand in the business, in terms of experience if not years. He'd started working for American Liberty before the war and well before his father, Toddie Lee Wynne, Sr., acquired complete control of the company in 1949.

World War II — and three years service as an infantry officer — intervened. Following his discharge, Toddie attended the Babson Business Institute in Boston for two years, then came back to Dallas and rejoined American Liberty.

He spent the next two years "rough necking" with the company's production and exploration department in Wyoming and Montana. But his first big assignment

was supervising the installation of a new catalytic crackling unit at the Mt. Pleasant refinery.

Marketing of the company's own brand of gasoline started shortly afterwards. The blossoming of the now-familiar green and white "Amlico" stations definitely demonstrated that Toddie Wynne had won his spurs as an executive. The top-level decisions were his, together with American Liberty's executive vice president, D. R. Zachry.

Toddie was born in Kaufman county, which the Wynnes helped develop. He still likes to work cattle with the hands at the family ranch and at the Wynne holdings on Matagorda Island.

That's one of Toddie's characteristics. One associate describes him as, "the hardest-working rich man's son I've ever seen."

Serious-minded Toddie Wynne is also a devoted family man, the father of four children, and a prominent churchman. He's a deacon at Highland Park Presbyterian Church.



TODDIE LEE WYNNE, JR.

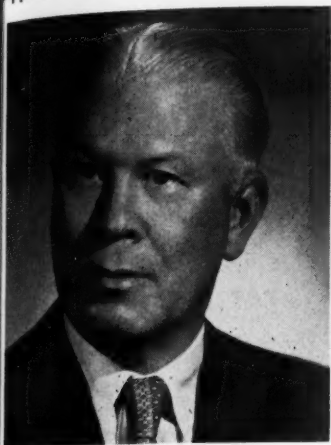
Toddie is a member of almost a score of business, civic and social organizations — serving on the board of directors of many of them.

Nor are his business interests confined to American Liberty. He's also on the board of directors of Crown Machine and Tool Co., Crown Plastic Cup Co., Wynne-wood State Bank and Producers' Investment Corporation. He's also associated with his father in the Wynne-Zeckendorf industrial district, now coming into being between Dallas and Fort Worth.

Plans in the works for American Liberty will probably leave Toddie Wynne even less time to spend in one of his favorite places — outdoors. He's a crack shot whether its Kaufman county quail or bear in British Columbia.

Toddie Wynne may have little spare time ahead of him, but there's little doubt that he will more than hold his own in adding stature to the name he bears. And in doing so, Dallas — and Texas — will be able to count themselves among the beneficiaries.

Appointments and Promotions—



TAYLOE

Red Cross Installs Chairman. R. L. Tayloe has been installed as the new chairman of the Dallas County Red Cross chapter.

Other officers include Clifton Dennard, vice-chairman; James M. Monroney, Jr., secretary, and J. D. Francis, treasurer.

The new executive committee includes Hal Gulledeg, Vance Foster, Pat Henry, Jr., and J. Ralph Wood.

★

FRANK H. THOMAS has been appointed budget sales supervisor of Seiberling Rubber Company's Dallas district. Mr. Thomas, who formerly held the same position for the company in its Philadelphia district, was transferred to Dallas to establish time payment sales for this district.

★

ARTHUR G. ACKERT has been appointed Dallas zone sales manager for Studebaker Division of Studebaker-Packard Corporation. Mr. Ackert, who has held various field marketing positions since joining Studebaker in 1949, most recently has been Pittsburgh assistant zone sales manager.

★

W. F. BRAXTON has been appointed housewares buyer of the Schoellkopf Company, wholesale hardware and houseware distributing firm. Mr. Braxton has been engaged in wholesale housewares buying activities in Dallas for several years.

★

J. FREEMAN MARCUS has been named buyer of men's sports clothing and sports furnishings for Sanger Brothers. Mr. Marcus formerly was men's and boys' wear buyer for the basement. Before coming to Dallas he was with Macy's in New York.

earn **3%** per annum currently
on your savings

compounded semi-annually

DALLAS FEDERAL
savings and loan association

MAIN OFFICE • MAGNOLIA BLDG

your account insured up to \$10,000.

COLOR GALLERIES

The austerity and lack of color in many corporation board rooms, and executive offices, are fast becoming outmoded.

Warmth can be added to the decor by authoritative portraits, in gallery form.

A Color Gallery of corporation officials is the vital personal touch which many progressive firms are now using as an integral part of interior design in their most formal business rooms.

Younger men, executives in the making, will look forward to the time when they, too, may join this illustrious group.

Color Galleries by Gittings have achieved world acclaim, and in many cities are classed as points of interest for discriminating visitors.



Gittings
COLOR
PORTRAITURE
HOUSTON - DALLAS

*The talk
of shippers
everywhere!*

Rock Island's ROCKET FREIGHT

"Hot 95"



*Kansas City to Fort Worth
in 18 hours and 30 minutes!*

● Here we go again, knocking freight schedules into a cocked hat. "Hot 95"—a proud member of Rock Island's family of ROCKET FREIGHTS—makes the run from Kansas City to Fort Worth in 18½ hours. Yes, 18 hours and 30 minutes!

"Hot 95" leaves Kansas City 11:00 p. m. daily—arrives Fort Worth next day at 5:30 p. m.

Think what this means to Kansas City shippers; to shippers north, east and west—the Twin Cities, Chicago, St. Louis, Omaha. And with "timed" connections at Fort Worth, it also means new and finer service to Houston and other Texas ports.

For more detailed information see

L. R. RAGOT, Assistant General Freight Agent
Room 804, Wholesale Merchants Building
Phone: RAndolph 4164, Dallas 2, Texas



ROCK ISLAND LINES

the Road of Planned Progress

Appointments and Promotions



MARK HANCOCK has been appointed assistant general agent in this area for John Hancock Mutual Life Insurance Company. A native of Dallas, Mr. Hancock was regional manager of the group department for John Hancock before entering personal production. He has attended the Life Insurance Marketing School at Southern Methodist University and has qualified for his company's leaders' convention at Lake Placid, N. Y., this year.

★

BENNIE E. BRAZZELL, employee of Circle T. Meat Company for the past six years, has been named superintendent of the company's plant at 2828 North Haskell. Mr. Brazzell will supervise the production phase of Circle T's current expansion program.

★

ZENE HAVSTAD has joined Oliver-Taylor Company, food products brokers.

FRED GRISAK, graduate of the Oak Ridge School of Reactor Technology, has been assigned to the operations research group of Temco Aircraft Corporation's engineering department. Mr. Grisak, who holds B.S.E.E. and M.S.E.E. degrees from the University of Illinois, is working on a comprehensive report on the nuclear field to determine where Temco may develop a nuclear capability.

★

WILLIAM E. SCHROEDER has been named a turbine specialist for General Electric's Southwestern district with offices in Dallas. With the firm since 1951, Mr. Schroeder comes to Dallas from the small steam turbine department of General Electric in Fitchburg, Massachusetts.



TIMOTHY H. DUNN of Dallas has joined Southwestern Securities Company as partner and general manager. Mr. Dunn holds a degree in business administration from the University of Texas, and has been associated with the securities business for more than seven years.

★

CLAUDE FEREBEE has been promoted to vice-president in charge of sales and a member of the board of White Swan Coffee Company of Dallas. Before his promotion, Mr. Ferebee was sales manager for the firm, which is currently celebrating its fiftieth anniversary.



RABB

MacLEOD

JERRY MacLEOD former model and television actress, has been appointed manager of the downtown Slenderella unit at 1528 Main Street. **JAN RABB** has been named manager of the company's salon in the new A. Harris & Company shopping center.

Flying?

LOVE FIELD is DALLAS

Don't Buy a Detour!

HEAVY AND HAULING HOISTING



ST-4444



Appointments and Promotions



EDWARD N. KERR, manager of the industrial department of the Republic National Bank of Dallas, has been elected a vice-president of the bank. Mr. Kerr received a B. S. degree from West Virginia University and a LL. B. degree from Southern Methodist University. Prior to joining Republic in 1950, he was assistant manager of the industrial department of the Dallas Chamber of Commerce.

NEAL HALL has been appointed advertising director of a public information department recently established by Lone Star Gas Company. **JIM CARLL** has been named information director. Mr. Hall became associated with Lone Star in 1948 as an advertising copy writer. Mr. Carll joined the company in 1953 and was named information supervisor in late 1954.

★

MICHAEL M. MICHELOW has been named president of Rochelle, Inc., Dallas and Fort Worth publishing firm which recently purchased *Southwest Properties* magazine, a regional publication covering property, ownership, real estate and building. **ED SOUZA** has been appointed advertising director.

★

DEWEY GODWIN of Dallas has been appointed manager of the new Clay Page Rexall Drug Store in Arlington. Mr. Godwin, a graduate of the University of Texas in pharmacy, will head a staff of 38 persons in the completely air-conditioned drug store. He worked for two years for a large chain of Dallas drugstores before he was employed by Mr. Page in 1953.



GORDON COFFEY has been promoted to state agent in Texas for Southwest General Insurance Company and will continue to service the North Texas and Dallas territories based in the home office. Before coming to Southwest General in July, 1953, Mr. Coffey had been special agent for a large eastern company. He has been an adjuster with the General Adjustment Bureau in Dallas.

"BUSINESS CLICKS IN '56 ...if..." YOU DON'T KEEP IT A SECRET

Use our
Complete Service

- ART
- LAYOUT
- COPY
- REPRODUCTION
- ADDRESSING
- MAILING

Every person or firm is a prospective customer ... if ... and when ... he knows what you've got to offer ... but, ... unfortunately he will never know, that is, until you tell him. So ... let us help you shout it from the roof tops.

Don't keep your customers waiting

Call **RI-4174** Today



annahill

DIRECT MAIL ADVERTISING

1708 Patterson

Dallas

New Location — Ground Floor Burt Bldg.



Appointments and Promotions—



RICHARD C. MARMADUKE has been appointed chief geologist for The British American Oil Producing Company. Mr. Marmaduke will move from Oklahoma City, where he has been division geologist for the company's central division, to the headquarters office in Dallas.

★

M. L. CANFIELD is the new president of the Dallas Insurance Company. Mr. Canfield has been in the insurance business since 1915, when he started as an adjuster. He has served as chairman of the Texas Automobile Insurance Service, chairman of the Fire Prevention and Engineering Bureau, and chairman of the National Automobile Theft Bureau.



ALBERT A. INGELS has been appointed national chairman of the United States Junior Chamber of Commerce's Ten Outstanding Young Men awards banquet to be held in Dallas, January 18-19, 1957. Mr. Ingels, the public relations director of Allstate Insurance Company in Dallas, is a past president and director of the Dallas Jaycees, co-sponsors of the TOYM event.



Listed and Unlisted
Stocks & Bonds
Municipal Bonds

*Bought
Sold
Quoted*

DALLAS UNION SECURITIES COMPANY

DALLAS, TEXAS

1001 Adolphus Tower

TELEPHONE: RI-9021

FORT WORTH, TEXAS

423 Fort Worth National Bank Bldg.

TELETYPE: DL 390

TELEPHONE ED 5-1248

Members

Midwest Stock Exchange

American Stock Exchange (Associate)



STRENGTH and SERVICE

Like a mighty dam, Southland Life Insurance Company has the strength to withstand any stress and strain... and the capacity and facilities to store up resources and distribute them in future benefits to policyowners and their families.

For the security and service it affords American families, for the contribution it makes to the growth and development of the Nation, you can always depend on Southland Life. Let the Southland Life make your future more secure.

Over ONE BILLION DOLLARS INSURANCE IN FORCE

60 Branch Offices



Home Office • Dallas

LIFE • ACCIDENT • HEALTH • HOSPITALIZATION • GROUP

Appointments and Promotions



ROY R. MATTHEWS, president of Roy-alair Distributors, has been elected chairman of the Chrysler Airtemp Distributors National Council for 1956-57. The Council includes distributors in New York City, Philadelphia, Pa., Omaha, Neb., St. Louis, Mo., Memphis, Tenn., Dallas, and Durham, N. C.

GEORGE WANEK has been named district sales manager of the wine and spirits department of Canada Dry in this area. Mr. Wanek will headquarter in Dallas and will cover the states of Texas, Tennessee, Arkansas and Louisiana.

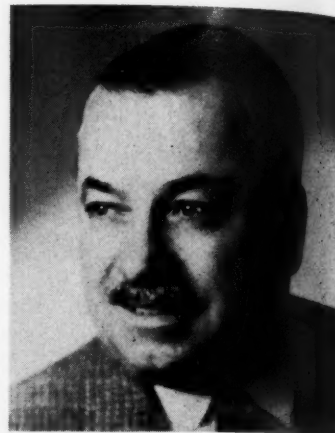
WILLIAM C. CAWTHON has been promoted from general superintendent of car manufacturing to works manager of Dodge's main plant. A 33-year-old native of Roxton, Mr. Cawthon is one of the youngest men ever placed in charge of all production operations by a car manufacturer. He holds degrees in mechanical, electrical and automotive engineering.

★

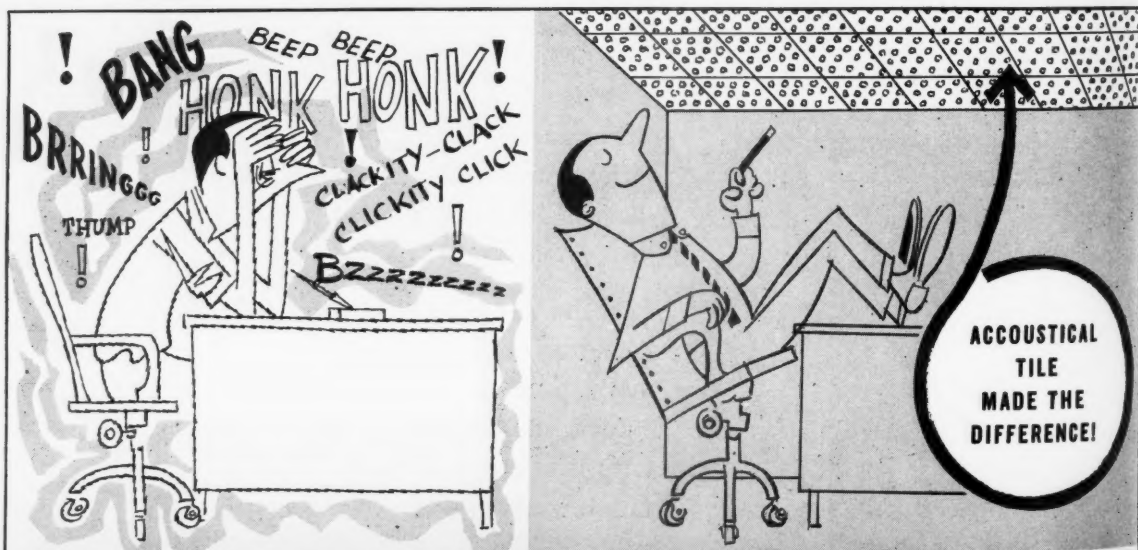
CHARLES H. CONNOLLY, associate actuary of Southwestern Life Insurance Company, has earned the designation of fellow in the International Society of Actuaries. Mr. Connolly was one of 44 persons throughout the world successfully completing a rigorous series of examinations. He has been associated with Southwestern Life for the past 19 years.

★

J. D. BIGHAM has been promoted to vice-president in charge of production for the White Swan Coffee Company of Dallas. In addition, he was named general manager of the coffee roaster and a member of the board of directors. Mr. Bigham, who has had 31 years of experience in the coffee industry, joined White Swan in 1944 as plant superintendent.



ERNEST D. WRIGHT has been elected president of Rich Plan Corporation. Mr. Wright joined Rich Plan at its inception when the firm was a one-store operation in Marvista, California. Since that time, he has helped pioneer this new industry, which is now the only nation wide exclusive direct to the home food-freezer service. He has been executive vice-president in charge of finance since 1953 and will continue to office at the firm's national headquarters in the Meadows Building.



BLUE DIAMOND COMPANY

Serving the Building Industry Since 1924

Telephone HA 8-1331

2722 Logan Street

Dallas 15, Texas

GROWTH

The growth of the oil industry is based on initiative, skill and free enterprise — on men willing to risk capital — on exploration — production — refining and marketing. On the teamwork of all segments in the industry. This combination has made it possible for America to actually be "a nation on wheels."

The oil producers of Dallas are playing an important role in making this one of the world centers for oil — and in developing this industry so vital to our national economy.



D. D. Feldman OIL AND GAS

3200 REPUBLIC BANK BUILDING

Dallas

Appointments and Promotions



JIM C. HARRIS has been elected a vice-president of Public Savings Life Insurance Company and will be in charge of administration, real estate loans and investments. A native of Texas, Mr. Harris was transferred from the firm's executive offices in Dallas to the home office in Charleston, South Carolina, early this year.

FRED R. HODGES has been appointed Dallas district sales manager for Lincoln Division of Ford Motor Company. Mr. Hodges formerly was assistant sales manager of the Lincoln-Mercury district. In his new position, he will be in charge of merchandising operations of both Lincoln and Continental automobiles in Texas, Oklahoma and New Mexico.

MITCH LEWIS has been appointed account executive and media director of Couchman Advertising Agency. Mr. Lewis is a former account executive and Southwestern regional manager of a West Coast national advertising firm. He is a former staff member of advertising departments of newspapers in Dallas and Richmond, Va.

HARRY F. REED has been elected vice-president of Perkins and Company, Inc., Dallas investment bankers. Mr. Reed, formerly president of Reed and Sloan, Dallas, will manage the company's trading department.



TED R. ALEXANDER, manager of the bond department, Texas Bank and Trust Company, has been promoted to vice-president. Mr. Alexander, a native Texan, has been in the municipal bond and investment field since his graduation from the University of Texas in 1940. He is a member of the Dallas Bond Club.

Personalized Service



Alexander, Geo. A., Agcy.
Anderson, A. J., & Associates
Andrews-McDowell Co.
Ayres, Frank, Jr.
Banks-Burney Co.
Barr, John A., Co.
Barrett, Arthur E. W.
Basham Insurance Agency
Bateman Insurance Agency
Beauchamp, John H., & Son
Bevers, Joe, Insurance
Bibby, Haughton & Bibby
Binford Insurance Agency
Blanton, Thomas & Co.
Bolanz and Bolanz
Bomar, Henry H., Ins. Agcy.
Bond, Tom L., Agency
Brannan Insurance Agency
Brilling, Abe I.
Burke, John L., & Co.
Burkholder Ins. Agency
Burton & Wilkin
Bywaters Insurance Agcy.
City Insurance Agency
Cochran & Houseman
Coker, M. L., Ins. Agcy.
Coleman, Shelly
Corrigan-Jordan Ins. Agcy.
Cox, George A., & Co.
Cox, George F., & Co.
Cox & Stailey
Crocker, R. H., & Co.
Crosman, G. W., Agency
Crow, Cecil

Crum, Lee, Ins. Agency
Cullum, J. D., & Co.
Davis, Lyn E., Agency
Dean, E. G., & Co.
DeLay, Clyde, Ins. Agency
Dexter, Chas. L., & Co.
Diffey, W. A., Jr., Agency
Down, Frank C., Co.
Duncan, Guy S., Ins. Agcy.
Echols Insurance Agency
Ellis-Smith & Co.
Elmore, Derrill G., & Co.
Ferguson, Tom C.
Fitzwater, Tim, Insuror
Flowers, Russ, Ins. Agency
Fogleman, Wilbur H., Ins.
Francis, Shirley M.
Garrett, Floyd, Co.
Greaves, Sidney D., & Son
Green, Glynn O., Agency
Green, Sidney F., & Ligon
Grinnan, Lewis, Co.
Gulledge, Hal A., Co.
Gump and Gavner
Hadsell, J. C. & Company
Hall, Howard M.
Hamman, Gaston, Agency
Hardy, R. L., Agent
Harris, Felix, & Co.
Harris & Huffhines Agcy.
Hartley, Walter G.
Henry, E. Cowden
Hogan, Geo., Ins. Agency
Holland, W. M. (Bill)
Agency
Holt, J. Frank, & Co.

Hooker, S. H.
Howell, Rouse, Insurance
Hunt, Carl H.
Jackson, A. D., Agency
Jacobs, Joe, Ins. Agency
Jones-Calvert Co.
Jones, Ted, Agency
Jones-West and Johnson
Julian & Cochran
Kaufman, Phil H., Ins. Agt.
Killough, M. N., & Co.
Kirkpatrick-Thompson Co.
Kirach, August
Kline, W. E., & Co.
Lang, J. Fred, Agency
Lett Insurance Agency
Levi, Chas. A., & Sons
Lindsley, J. W., & Co.
Love Insurance Agency
McClure, Geo. D., Agency
McCormick, Geo. W., Ins. Agency
McElvye, Geo. W., Co.
Mallinson, Fred, & Co.
Mangelsdorf, J. W., Agcy.
Manton, Henry, Agency
Markham, C. M., Ins. Agcy.
Maxson-Mahoney-Turner
Mendenhall, J. S., Ins. Agency
Merritt Insurance Agency,
The
Mincer, Sylvan A.
Mittenthal, N. E., & Son
Mohon, J. W., & Co.

Moore, Harry R., Agency
Morrison, Lake Agency.
Munger & Moore
Murchison, Kenneth, & Co.
Murray Insurance Agency
Nash, A. G., Co.
Noel, Dave, Agency
Norwood, Jones W.
O'Beirne, C. B., & Co.
Owen, Arthur L., Co.
Parish, W. D. (Bill), Insurance Agency
Patrick, C. M. (Pat)
Pearlstone & Elliott
Peavy Insurance Agency
Pierce, Fred A.
Prendergast, A. C., & Co.
Priddy, Ross, Agency
Ragland Insurance Agency
Reid, James Y. (Jim) Agcy.
Reinhart, L., & Son
Rembert, David, Agency
Renz, Stage, Agency
Roberts, Wiley, & Sons
Roeder & Moon
Rose, Rose & Crutcher
Rozelle, John H., Co.
Rucker, T. M., & Co.
Sammons, Ed E.
Saxon, Robert E.
Scheid, Max, Agency
Sey & Hall
Shaffer-Dickinson Agcy.
Shaw & Hornberger
Shelton & Bowles

Shelton, Ray, Insurance
Simons Insurance Agency
Simpson & Cathey
Slaton, Jas. B., Ins. Agency
Slay & Co.
Smith, A. M., (Al), Ins.
Smith, Cruger T., Agency
Snell, David M.
Spurgin, Ben., Ins. Agency
Steele-Fonda Co.
Stern, Robert, Ins. Agency
Stewart, Waldo E., & Co.
Susman, Wm., Agency
Doe Swallow & Associates
Taylor, Roy L., & Son
Teeling Insurance Agency
Thomas & Loving Ins. Agency
Thrash, Howard G., & Son
Troth, S. H., & Co.
Tucker-Manning
Threadgill-Perkins
Waldman Bros. Ins. Agcy.
Wallace, Jim., Agency
Walsh, Jim, Agency
Watson-Herring Ins. Agcy.
Weatherford, Bill, Ins. Agency
Whitman, Joe, Ins. Agency
Wilbrite Agency
Williams, W. Nicholas
Wilson-Welch Co.
Wimberly, Werth, Agency
Works, George W.
Wright Ins. Agency
Wynnewood Ins. Agency

DALLAS ASSOCIATION OF INSURANCE AGENTS,

812 WILSON BLDG. RA-6419

Appointments and Promotions—



BOB TRIPP, news editor for Radio Station WFAA, has been named as news director for both WFAA radio and television. Mr. Tripp is well known throughout Texas and the Southwest. He is president of the Dallas Chapter of the Sigma Delta Chi Professional Journalism Fraternity and president of the Texas Associated Press Broadcasters Association. Before coming to WFAA in 1950, he served as news director for Station WEEK in Peoria, Illinois.

★
GLENN L. PATE, former district sales manager for Hudson Motor Division, American Motors Corporation, has been appointed district sales manager for Four-Wheel Drive Auto Company in North Texas, Oklahoma, Kansas and western Missouri. His headquarters are in Dallas at 1215 Dragon. Mr. Pate will supervise sales of the company's custom-engineered four and six-wheel-drive heavy-duty trucks.

If you drive a car, have your Eye Doctor check for the best motor-vision he can prescribe.

Bring Your Prescription For Glasses to us.



D. MARTIN-THOMAS

THOMAS
OPTICAL COMPANY

GROUND FLOOR MEDICAL ARTS • DALLAS

TRANSIT

CREATES

BUYING POWER*

*Retail store sales, 1955, over \$200,000,000.



SERVING BUSINESS and INDUSTRY

FELIX HARRIS & CO.
Insurance

212 NORTH FIELD STREET, AT PACIFIC
PR-8228

FELIX HARRIS

BEN HARRIS

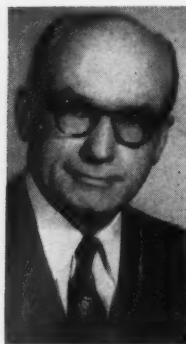
BILL CARTER

REX HARRIS

NED HARRIS



Appointments and Promotions



GILES



WOODS

J. F. GILES, JR., has been promoted to assistant to the Southern regional sales manager of Mercury Division of the Ford Motor Company. Mr. Giles has been Dallas district sales manager for Mercury and Lincoln since 1946 and a Ford employee in Dallas since 1916. In his new position he will maintain headquarters in Dallas and will represent the regional manager, W. A. Toms, of Atlanta, in contacts with dealers throughout the territory. **WILLIAM D. WOODS**, formerly Houston district sales manager for the division, has been appointed Dallas district sales manager. Mr. Woods joined Ford in 1938 in Columbus, Ohio.

S. O. (JACK) LOWRY has been appointed safety supervisor of Gillette Motor Transport, Inc., with complete supervision of safety over the entire Gillette operations in Texas, Oklahoma, Kansas and Missouri. Mr. Lowry formerly was connected with the Oklahoma Highway Patrol. For the past three years he has held the position of safety supervisor with another large Dallas motor carrier.

★

RICHARD L. MORRISON has joined the Dallas office of The Katz Agency, Inc., as a radio salesman. Mr. Morrison, a native of Dallas, attended Southern Methodist University, and was connected with radio stations in both Dallas and Fort Worth, as well as with a Dallas advertising agency, before assuming his present position.

★

ROBERT W. WIETING, JR., has been named advertising manager of Dearborn Stove Company. Prior to joining Dearborn, Mr. Wieting was in the advertising department of R. G. Tourneau, Inc.



DICK McDONALD has been appointed as an account executive in the Dallas office of Sanders Advertising Agency. Mr. McDonald received his bachelor of science degree from the University of Michigan. Prior to joining the Sanders Agency, he did free lance publicity work in Hollywood, Calif. and the Dallas-Fort Worth area.

★

W. R. ADAY is new assistant general manager for Wamix, Inc., ready-mix cement firm.



We have illustrated these ads with reproductions of ornaments and illustrations from an old Dorsey type book.

We believe that these reproductions prove our point. Good design remains good design, as intrinsic in its value as the day it was called to life. It outlives fads and fashions and continues to function as it was created to, originally.

Good design survives because good design is basically simple... fundamentally honest... to the point. Which brings us to the point of a good design for business. We have learned that simple honesty and the sincere desire to serve your best interests are as much in fashion in 1956 as they were in 1884, when we started in Dallas.

We are convinced that as long as we are designed to serve you, honestly, we shall not go out of style... or out of business.

THE DORSEY COMPANY

PRINTERS ★ STATIONERS ★ LITHOGRAPHERS

OFFICE FURNITURE

DALLAS, TEXAS



over 100 years...
we've helped build the
Golden Empire

into the fastest
growing area
in the U. S.



Southern Pacific

D. J. Russell, President, San Francisco and Houston
B. S. Sines, Executive Vice President, Houston

THE WEST'S LARGEST TRANSPORTATION SYSTEM

***Specializing in custom DESIGNING and MANUFACTURING
of quality store, office and bank fixtures since 1922.**

Adleta Show Case & Fixture Manufacturing Co.

1914 Cedar Springs — Dallas 1, Texas

Phone PROspect 7576

*** You'll be satisfied if it's an Adleta installation**

to: EDITORS, PUBLISHERS
OF MAGAZINES...
TRADE PAPERS...
HOUSE ORGANS

**proctor's
EQUIPMENT AND
PRINTING KNOW-HOW
can help you**

KEEP COSTS DOWN!

There are many good reasons why and how PROCTOR PRINTING SERVICE can give you better quality, faster, more economical service on publications printing.

EXPERIENCE: Frank Proctor, owner-manager, a graduate of Southern Methodist University School of Journalism, has a background of 8 years in publishing, editing, and production of newspapers, magazines, house organs, brochures, catalogues and direct mail literature. Members of the PROCTOR PRINTING staff are experienced in all phases of publication work.

EQUIPMENT: Operation of our own linotype equipment permits the complete setting of type in the shop — a factor which can save you time and

important, extra costs. A large Kelly press and auxiliary presses in size 8" x 10" to 22" x 35" insure adequate facilities to meet most all requirements.

PROMPT SERVICE: Proctor craftsmen are schooled in the importance of meeting publication deadlines. You'll get interested cooperation in your planning — as well as *Quality Production* — and each issue will come out **ON TIME**.

Let's Discuss It...
Phone TR-9003 — NOW
or mail coupon below

**proctor
printing
service**
3206 Gaston

PROCTOR PRINTING SERVICE
3206 Gaston Avenue, Dallas, Texas

We are interested in knowing how you believe you can give us equal or better quality work, save us time and cut our costs on periodical printing. For appointment,

PHONE Mr. (Miss or Mrs.) _____
NAME OF COMPANY _____
NAME OF PUBLICATION _____
Street & City _____ Phone _____

Appointments and Promotions



RICHARD W. BOONE, formerly an artist with the Bud Biggs Studio, has been appointed art director in Witherspoon and Associates' Dallas office. Mr. Boone, who attended Feather and Feather Art Institute in Houston and Baylor University, has been art director for the Southland Corporation in Dallas and a staff artist for the *Waco News-Tribune* and the *Houston Post*, and until recently was affiliated with Bud Biggs Studio.

★

JAMES C. STEWART has been appointed city ticket agent for the Fort Worth and Denver Railway Company in Dallas. Mr. Stewart, a native of Gilmer, entered the service of the company at the Wichita Falls ticket office in 1945.



LORD

PLACKARD

DWIGHT PLACKARD is president of the new Dallas firm of Lord & Plackard Advertising, located in the White Rock Professional Building. Other members of the agency include **ROBERT L. LORD**, executive vice-president, and **PATRICIA E. PLACKARD** secretary-treasurer. Both are officers of Metro Associates, Inc., owners of Metro Industries, the White Rock Employment Service, and Metro Travel Service.

Appointments and Promotions



ROBERT J. DOWNS has been elected a vice-president of the Republic National Bank and assigned to the correspondent bank department. A native of Edgewood, Texas, Mr. Downs is a graduate of Wesley College in Greenville. He began his banking career in Dallas in 1925, and since that time he has been in all phases of banking, specializing in the servicing of correspondent banks.

★

MISS FRANCES RICH has joined Goodbody & Company.

JOE D. NELSON has been appointed comptroller of Nortex Oil & Gas Corporation, and **KENNETH MOUNGER** has been named administrative assistant to the secretary-treasurer. A native of Pampa, Mr. Nelson was internal audit supervisor with the Chicago Corporation until he joined Nortex last January. Mr. Mounger formerly was chief accountant for Nortex.

★

FRANK ONDROVICH has been named manager of advertising and sales promotion for the General Electric Company's Southwestern apparatus sales district. A graduate of Michigan State Normal College, Mr. Ondrovich has done graduate work at the University of Michigan, Harvard, and Massachusetts Institute of Technology. Prior to his present promotion he was manager of the marketing administration.

★

RICHARD D. PENDLETON has been appointed sales representative in Dallas for Brown Forman Distillers. Mr. Pendleton, who was previously with the Amell Office Supply Company, will represent all of the Brown Forman products in the Dallas and Longview area.



JAMES H. MERRITT, trust officer of the First National Bank in Dallas, has been advanced to vice-president, with responsibilities in the bank's commercial division. Mr. Merritt, a native of McKinney, holds a master's degree in banking from the Harvard Graduate School of Business Administration.

★

PAYTON GISH, Occidental Life Insurance Company, has been named membership vice-president of the Dallas Association of Accident and Health Underwriters.

Serving our HOME TOWN for FIFTY YEARS!



Howard C. Boazman

Our Quality Service is still making new friends everyday... just as it continues to please old customers of many years standing.

KEX DUST CONTROL SYSTEM

New Method of Cleaning Smooth Surface Floors

A
RENTAL
SERVICE

WE GUARANTEE

- Less Time
- Less Effort
- Cleaner Floors
- Lower Cost

Let us serve YOUR work clothing requirements

TELEPHONE
Prospect
1811

Industrial

TOWEL &
UNIFORM
SERVICE

2517 COMMERCE STREET



MOCO CHOOSES G-E AIR CONDITIONING.

"It would be our pleasure to recommend your services and equipment to anyone," writes T. H. Everett, President of the Better Monkey Grip Company of Dallas.

Every day, more and more Dallas and North Texas businessmen are discovering that the engineering know-how of Texas Distributors, Inc. and the dependability of General Electric air conditioning equipment are the ideal team for solving any air conditioning problem.

Not only in the planning, design, engineering and installation of the correct system...but...and this is important...in the dependable service and maintenance of the system.

Why settle for less... Call Texas Distributors, Inc. today and let us discuss your air conditioning problems with you.

G-E air conditioning can be adapted to any size building ... from the small retail store or office to skyscraper office building



To You from **BETTER MONKEY GRIP COMPANY**
Manufacturers
Tire and Tube Repair Materials
"MONKEY GRIP" and "BETTER" Brands
Molded Rubber Products

P. O. Box 6177
3320 HARRY HINES BOULEVARD

Dallas 2, Texas

June 1, 1956

Mr. Jack Lowe
Texas Distributors, Inc.
3914 Live Oak Street
Dallas, Texas

Dear Mr. Lowe:

We are sure you will be interested in learning of our extreme satisfaction with the installation of cooling equipment in our plant by your firm.

The 110 tons of cooling capacity has not only performed as was indicated by your people, but it has accomplished this performance with an absolute minimum of difficulty. This, of course, points to good equipment and good installation, but is only indicative of the fine cooperation we received from you and your associates.

It would be our pleasure to recommend your services and equipment to anyone.

Sincerely yours,

BETTER MONKEY GRIP COMPANY

T. H. Everett
President

T. H. Everett:jaj



GENERAL ELECTRIC AIR CONDITIONING AND TD ENGINEERING
KNOW-HOW CAN MEAN MORE PROFIT FOR YOUR BUSINESS



**TEXAS
DISTRIBUTORS, INC.**

TEnison 2194

3914 LIVE OAK STREET DALLAS, TEXAS

Appointments and Promotions

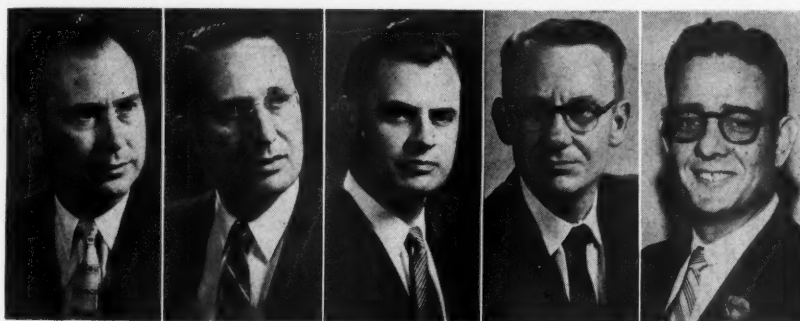
BARNEY VANSTON of Barney Vanston and Company, managing general agents, has been elected to the board of directors of the Lone Star Life Insurance Company. Mr. Vanston, a 1925 graduate of Southern Methodist University, is president of The American Association of Managing General Agents for 1955-56, and a past president of the Texas Association of Managing General Agents.

★

ERIC SUTTON has been named head of a new sales and service region for the Southwest established by the Detroit diesel engine division of General Motors with headquarters in Dallas. Mr. Sutton formerly was assistant to the marine sales manager at the division's home office in Detroit.

★

ROBERT D. CARPENTER is now associated with Carpenter Brothers, general contractors. Mr. Carpenter is a graduate of Texas A & M College with a degree in architectural engineering.



EASTER

COUCH

LOFMAN

PAUL

PIERCE

Mercantile Names Officers

James Douglas Couch, loan officer in the installment loan department of the Mercantile National Bank, has been elected an assistant cashier. Other loan officers named as assistant cashiers are James Harley Easter and Charles A. Paul. Also elected as assistant cashiers are Elbert N. Pierce, who has been serving in the installment loan department, and Hulon A. Lofman, who has been in the oil department dealing especially with oil loans.

LANDAUER and SHAFER

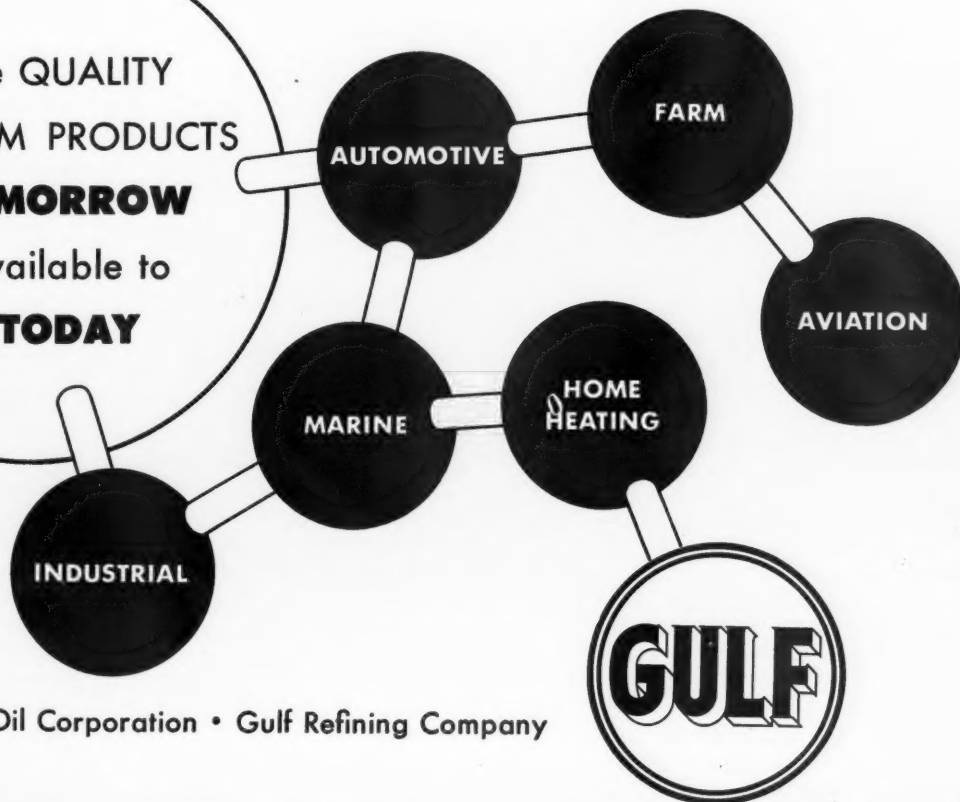
CONSULTING ENGINEERS

Air Conditioning, Heating, Ventilating, Electric Wiring and Plumbing
Design and Supervision

4801 Lemmon Avenue

LO-8351 JU-9562

Where **QUALITY**
PETROLEUM PRODUCTS
for **TOMORROW**
are available to
you **TODAY**



Gulf Oil Corporation • Gulf Refining Company

Alma McCutchin

by Jim Stephenson

BETWEEN 1931 and 1949, Alma McCutchin was mighty busy being a mama to four handsome sons: Jerry, Gene, Benny and Ronny. And during those happy and fruitful years with her late husband, Alex, it never entered her mind that one day she'd head up the oil empire Alex started building (with a second-hand rig and Alma's help and encouragement) in Smith County 25 years ago.

Alma is proud of her boys, now 25, 23, 10 and 9 in the order named above, and she honors the memory of her mate.

"Alex was a good businessman," she recalls. "Conservative, he was. Seems as if he made a go of everything he did."

Both she and Alex were Nebraska-born, neither with a silver (nor black-gold) spoon in his mouth. But Alex, son of a farmer, was a conscientious, hard worker, and he was thrifty.

By the late '20's he had his own trucking business — and a loving young wife who could help him save his money and share his dreams.

In 1930 the fabulous Dad Joyner East Texas discovery well blew in. Alex and Alma leased themselves a little chunk of Smith County the following year — just after Jerry came along. They set up house-keeping on the spot, and Alex bought a used rig, rounded up a crew, appointed himself foreman and spudded in.

"We sweated that one out," Alma recalls, "but it was a good well — produced for six or seven years."

There have been many good wells since, but that first one was the biggest thrill. There have been dry holes, too. "You just don't talk about those much," Alma smiled. "Actually, the oil business, like any other, has its good moments and its bad."

Alma, saddened by Alex' passing in 1949, had her uneasy moments for some months afterward. Now she herself was president of a couple of drilling companies



ALMA McCUTCHIN

and proprietress of extensive oil holdings — as well as mama to four growing boys.

"It was a lot of responsibility," she admits now. "I just did the best I could."

And she gave much credit to a pair of family friends — Atty. Ernest S. Goens, who has counseled the McCutchins for 23 years, and J. B. Buck, Jr., their book-keeper for the last 15.

"They have been a wonderful help," she said.

By 1953, Mama McCutchin figured that Jerry and Gene were old enough to relieve her of some of her responsibilities. So they took over McCutchin Drilling Company, Inc., and the Alex McCutchin Drilling Company.

Now, when Alma buys up another lease and wants a reliable driller, she has a couple of good men to turn to.

Gene got a semi-wildcat under way for Alma last month in Montague County, near St. Jo.

Alma's younger pair, Benny and Ronny, spend much time on their 6,000-acre Denton County spread, the old Pilot Knob Ranch, where they run close to 1,000 head of Herefords.

Benny has a horse named Popcorn and Ronny has one named Snip, and Alma

says they think a lot more of ranching than they do of oil. "They're in heaven when they're riding the range," she smiled. They attend school in Addison and the family goes to a Methodist church in Richardson.

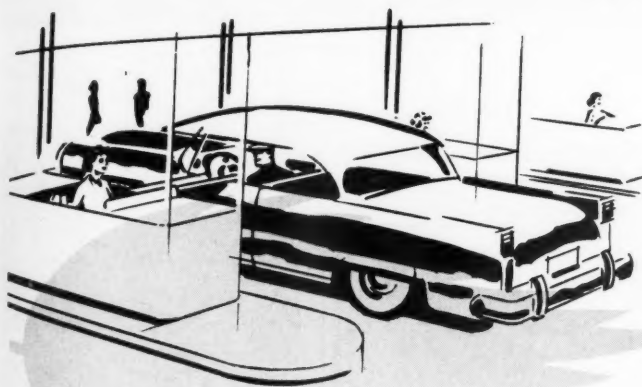
Their home at the corner of Belt Line and Preston Roads is a roomy, 2-story, columned mansion and sits on a 200-acre wheat and cotton tract. And there's another 150 acres at Valley View and Preston. Developers have ideas about both acreages.

"I don't know what to do," Alma confessed. "We like a lot of space — Alex did — and we can't bear to think of living in town."

But Alma, calm and conservative, and at the same time courageous — like Alex — probably will make the right decision.

Another decision — this one to drill a wildcat in Angelina County — probably will be a right one, also. About 30 days will tell, and it's the same story with the new Montague operation. If both pan out, they'll be McCutchin producers Nos. 163 and 164. But Alma has her fingers crossed on the Angelina wildcat.

"It's a woolly booger," she grinned.

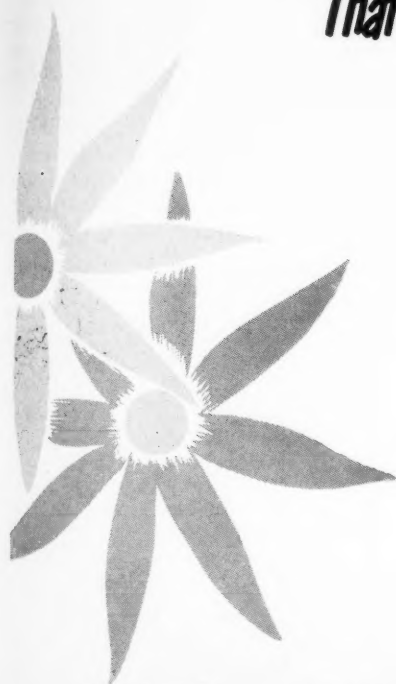


LET'S TAKE A
"Fresh Look"
 AT BANKING

That's what we're doing at Texas Bank.

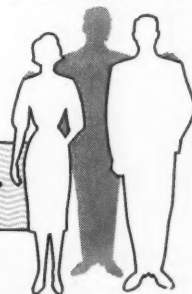
Wouldn't you rather bank where *your problems* come first? At Texas Bank, we take the time to know you and to understand your needs . . . to work with you in finding the solution to your financial problem. Our completely modern facilities are always at your service.

Visit us soon . . . you'll appreciate the difference.



... On money matters ... your ...

Silent Partner



TEXAS BANK
 & TRUST CO. of DALLAS

Main and Lamar

Member Federal Deposit Insurance Corporation

MEMBER SOCIETY OF INDUSTRIAL REALTORS

HOWELL H. WATSON
Realtor

Fidelity Union Life Building • DALLAS • Phone RI-1793



P. N. WIGGINS, JR.

WM. R. WIGGINS

PETER N. WIGGINS, III

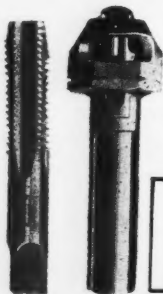
WIGGINS BROTHERS, INC.

**OIL OPERATORS
and
ROYALTY OWNERS**

2305 Adolphus Tower

Dallas, Texas

TAPS AND DIES



Briggs-Weaver
stocks the finest!

Greenfield

OUR 60TH ANNIVERSARY

BRIGGS-WEAVER

MACHINERY COMPANY

DALLAS

HOUSTON

FT. WORTH

Distributors of Industrial Machinery - Supplies - Tools - Equipment - Since 1896

Appointments and Promotions



JACK M. BEARSCH has been named agency secretary and division manager of the agency department and agency mail of Union Bankers Insurance Company. A native of Pine Bluff, Arkansas, Mr. Bearsch has a bachelor of science degree in business administration from the University of Arkansas and has attended Dallas College since moving here in 1950. Prior to being made agency secretary, he was office manager of the life and reinsurance service division of the company.



D. L. KEENEY, JR., of Keeney Office Equipment Company, has been elected president of the National Office Machine Dealers Association for the coming term. This is the first time that the president has been chosen from the Southwest.

ROBERT L. SCHONOFF has been appointed sales promotion manager for W. A. Green's. Mr. Schonhoff studied advertising at Wayne University and prior to joining Green's was director of publicity for a Tulsa, Oklahoma, department store.

DALLAS • AUGUST, 1954

Appointments and Promotions—



G. D. WALRAVEN, who has been a Shell Chemical Corporation technical representative in Houston for the past five years, will now be located at 7644 Bearden Lane, Dallas, where he will serve chemical manufacturers in the North Texas area in the same capacity. A native of Dallas, Mr. Walraven grew up in Kingsville, graduating from Texas A&M College with a degree in chemistry. He joined Shell upon graduation and has since had broad experience in many phases of the chemical industry.



GENE P. ARCHER, assistant actuary for Southland Life Insurance Company, has earned the designation of Fellow in the Society of Actuaries—a high honor of the actuarial field. Mr. Archer is a native Texan and a graduate of Southern Methodist University with a B. A. degree in mathematics. He joined Southland Life in 1952 as assistant actuary.

JOHN BRODNAX and Harry Linn have organized Brodnax-Linn Printing Company, 1525 Dragon Street.

JAMES A. LEWIS ENGINEERING, INC.

2110 Republic National Bank Building • Dallas • Riverside 1877

Petroleum Reservoir Analysts

Primary Production

Core Analysis

Engineering

Fluid Injection

Valuation

Development

Supervision of Operations

WE ARE PROUD TO HAVE
HELPED BRING GAS AND
OIL TO MILLIONS OF OUR
NEIGHBORS THROUGHOUT
AMERICA WITH BETTER
PIPE LINE CONSTRUCTION



It's an OK job
if Oklahoma
does it!

OKLAHOMA
PIPE LINE CONSTRUCTORS

6612 Harry Hines Dallas, Texas Phone EL-3711

DALLAS
HOUSTON
AUSTIN
KANSAS CITY



ST. LOUIS
DENVER
OMAHA
LINCOLN

NATKIN & COMPANY

MECHANICAL CONTRACTORS

5639 Dyer • FO 8-2804

Air Conditioning, Heating, Plumbing and Ventilation Since 1908

TEXKAN OIL COMPANY

Independent Oil Producers and Operators

Richard M. Finder

232 Mercantile Commerce Building

Dallas

Texas



... A SECOND CONVENIENT LOCATION

to serve the White Rock, East Dallas and Garland areas

A SPARKMAN SERVICE MEANS MUCH MORE... YET COSTS NO MORE

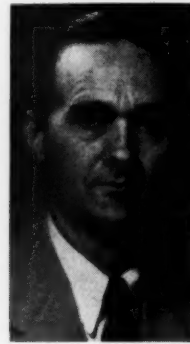
Sparkman's
SPARKMAN-BRAND, INC.
MORTICIANS

ROSS AT PEARL
ST-2187

MEMBER
National Service Morticians
OF INVITATION

GARLAND ROAD at
EASTON ROAD

Appointments and Promotions—



JOHNSON



BURT

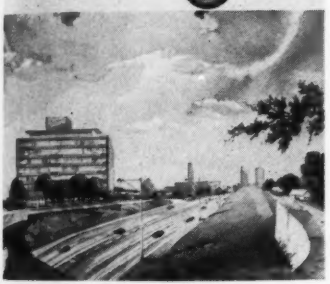
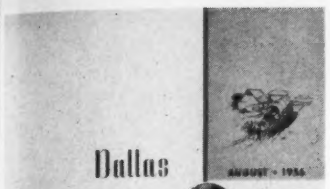
CLIFFORD E. BURT has been elected a member of the board of directors, vice-president and comptroller, and **GIFFORD K. JOHNSON** has been named vice-president, production, of Chance Vought Aircraft, Inc. Mr. Burt has been associated with the aircraft industry since 1942, when he joined the Pratt & Whitney Division of United Aircraft Corporation, of which Chance Vought Aircraft was then another division. Mr. Johnson, a veteran of 20 years in the aircraft industry, began his career in 1935 with North American Aviation, joined Chance Vought in 1950, and was named assistant to the president (plans) in February of this year.



HOWARD H. KUSTERMAN has been named new general secretary of the Dallas YMCA. Mr. Kustermann, a graduate of the University of Chicago, is currently associate general secretary of the YMCA of Metropolitan Chicago. He is editor of the General Secretaries Bulletin, chairman of the North American YMCA Committee on Recruiting, president of the George Williams College Alumni Association and a member of the Board of Christian Education of the Congregational Church. Mr. Kustermann will assume his new duties September first.

DALLAS • AUGUST, 1954

Data on Dallas



A trilogy of Dallas' progress is depicted on this month's cover by artist Bud Biggs... Central Expressway, the Meadows Building, and the Dallas skyline. Appropriately enough, all three represent the impact of the Oil Industry on Big "D". The Meadows Building a symbol of the success of the Dallas based General



GAINES

American Oil Company. The skyline is that of a city which owes much of its wealth to the Oil and Gas Industry, and Central Expressway was made possible and necessary largely through petroleum industry research and development.

★

DALLAS welcomes two new staffers this month. Katherine Gaines, new associate editor, comes to DALLAS from Asheville, N. C., where she served as Woman's Page Editor of the Asheville Citizen-Times. Our new editorial assistant, Mary Joan Kenney, a native of New Jersey, has worked on a weekly newspaper, two industrial publications and as an advertising copywriter.



KENNEY

Capturing the personality of colorful public figures like the nine "Dallas Men In Oil" (page 15) is no mean task, but Bud Biggs came through with banners flying. We feel that Bud's pencil sketches catch that flair of personality in each of our oilmen which marks him as a great leader in a great industry.

The
Katy Railroad
Announces

**FASTEST
FREIGHT
SERVICE**

17 HOURS

**From Kansas City
to Dallas • Ft. Worth**

M-K-T No. 271 (Daily)
Lv. Kansas City . 10:00 a.m.
Ar. Dallas 3:00 a.m.
Ar. Ft. Worth . . 3:00 a.m.

Also provides earliest second-morning delivery at Dallas-Fort Worth from Chicago through connection with Burlington's fast overnight Chicago-Kansas City train.

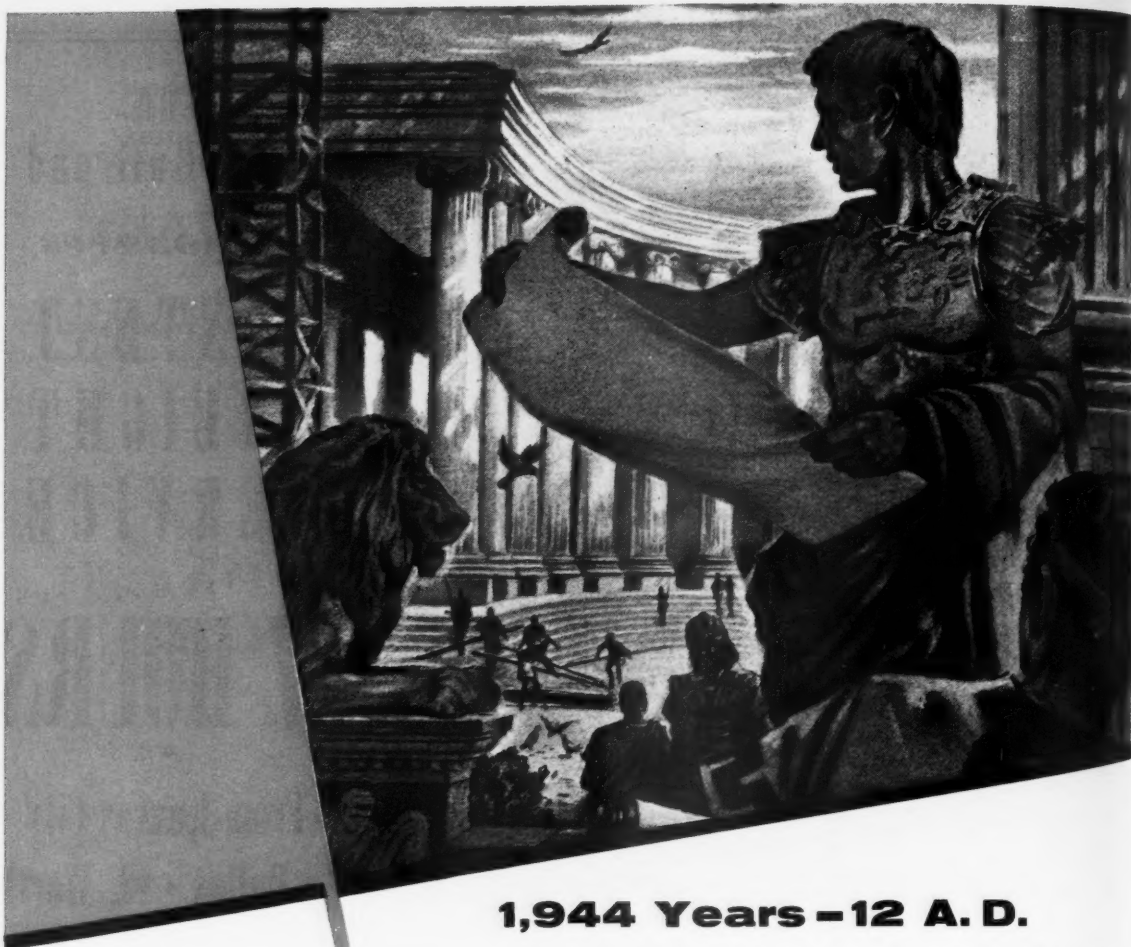
C. B. & Q. No. 77 (Daily)
Lv. Chicago 6:00 p.m.
Ar. Kansas City . . 7:30 a.m.

This service can expedite shipments from many other points thru the Kansas City gateway.

*Contact
your
nearest
Katy
representative



**MISSOURI • KANSAS
TEXAS LINES**

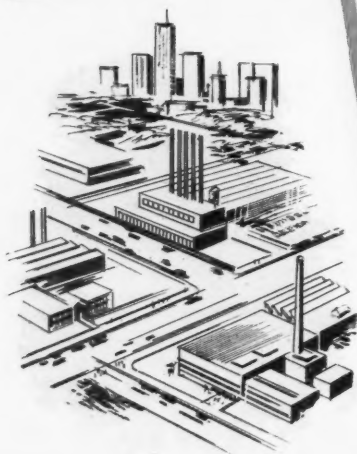


1,944 Years - 12 A. D.

Nineteen hundred and forty-four years ago the Roman Empire was at its height, glorying in the Golden Age of Augustus Caesar, Emperor and Builder. This is a long span of years, yet it parallels the combined service record of the officers and supervisory personnel of the Texas Employers' Insurance Association . . . 1,944 years.

This does not include the years of service and experience of the members of the board of directors or the non-supervisory employees who help to provide the Workmen's Compensation Insurance SERVICE and make possible the SAVINGS that have made the Association so popular with employers of labor in Texas.

Many Texas Business and Industrial firms are taking advantage of this SERVICE and these SAVINGS. Are YOU?



Over
\$46,000,000
Saved and Returned to
POLICYHOLDERS

A. F. ALLEN, President

TEXAS EMPLOYERS INSURANCE ASSOCIATION

HOME OFFICE • DALLAS, TEXAS

Service Offices: ABILENE • AMARILLO • AUSTIN • BEAUMONT • CORPUS CHRISTI
DALLAS • EL PASO • FORT WORTH • FREEPORT • GALVESTON • HARLINGEN
HOUSTON • LUBBOCK • MIDLAND • ODESSA • PORT ARTHUR • SAN ANGELO
SAN ANTONIO • SHERMAN • TYLER • WACO • WICHITA FALLS

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Agency—Dan Goodrich Advertising					

Ask Your Agency . . .

**HOW YOU CAN USE
TO INCREASE SALES AND
ADD PRESTIGE AND GOOD WILL**

ASK YOUR AGENCY OR CALL TOM McHALE AT PR-8451

DALLAS

in 1956

MUSTANG AVIATION, INC.

Affiliated with 14 National Airlines

Charter Air Ambulance Air-Taxi
Single and Multi-Engine Airplanes

LOVE FIELD

Fleetwood 7-2844

DALLAS



J. O. WOMACK
President

Service, Integrity, Experience

*Upon these three pillars, Stewart's
has built its reputation as Dallas' finest and
most complete office supplier and outfitter.
They are your guarantee of quality and
complete satisfaction.*

*No problem is too large or too small for
Stewart's, and each assignment is handled
with the care and knowledge gained
through forty-four years of service to
Dallas business and industry.*

We invite you to visit our showrooms, where you may choose from our outstanding collection of modern, traditional, and contemporary furniture. Our professional decorative service is always available for your office or business at no additional cost. Consult with us soon.



STATIONERS • OFFICE OUTFITTERS

1523 COMMERCE / DALLAS / Phone PR-8581

Appointments and Promotions—



OGILVIE



PARKER

WILLIAM B. PARKER has been appointed production department manager of Sanders Advertising Agency. Mr. Parker, a graduate of Southern Methodist University, has had several years of experience in the graphic arts field, and formerly was sales representative for the Southwest Printing Company. **JAMES R. OGILVIE**, formerly production manager, has been named as creative director for the agency, a newly-established position. Mr. Ogilvie, who also attended Southern Methodist University, joined the Sanders firm after serving with one of the largest advertising agencies in Jackson, Mississippi.

★

GUS C. HENSON has been appointed financial officer and comptroller for the oil and gas division of New Idria Mining and Chemical Company of Dallas. Mr. Henson attended Southern Methodist University and has had 15 years experience with the Department of Internal Revenue and 10 years of banking experience.



DAWSON



REEVES

MRS. VENNIE T. REEVES and **MRS. PEGGY DAWSON** have been added to the staff of Darnall Associates as a part of a new service in placement. Both Mrs. Reeves and Mrs. Dawson have had extensive experience in employment counseling.

DALLAS • AUGUST, 1960

motions—

Appointments and Promotions—



CLOYD YOUNG has been appointed sales manager of Avery Mays Company, Realtors, 2506 Gus Thomasson Road in Casa View Village. Mr. Young has been with the Mays firm for nearly two years, and formerly was executive secretary of the Alumni Association of East Texas State Teachers College. At one time he was a state representative to the Texas legislature. A past director of the Dallas Junior Chamber of Commerce, Mr. Young has been cited by the club as "Jaycee of the Month."

★

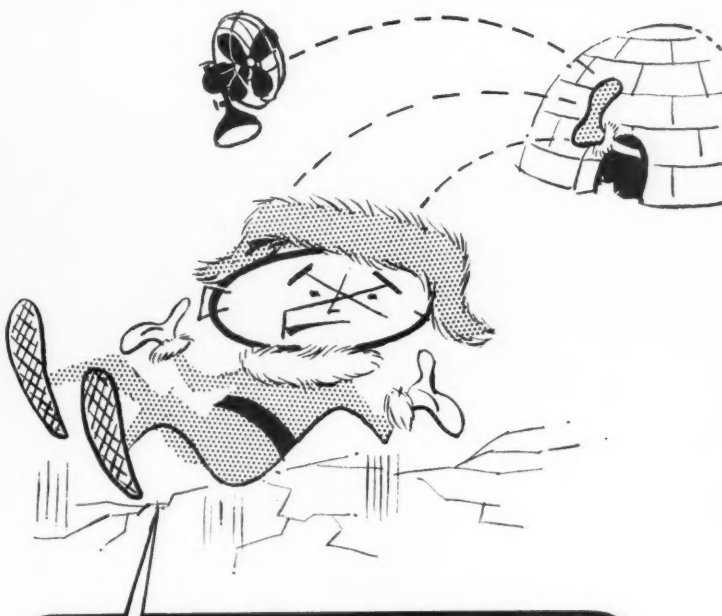
DARRELL DARLEY of Dallas has been appointed regional manager for the Permatex Company.



MILLER

HOLLEY

HAROLD R. HOLLEY, formerly assistant vice-president, has been elected a vice-president of Exchange Bank and Trust Company. Mr. Holley has been with Exchange Bank since 1946 and has served in all departments. He is a member of the North Dallas Chamber of Commerce, the Lions Club and the Texas Manufacturers Association. **T. J. MILLER** has been elected assistant cashier. Mr. Miller joined the bank in 1955, coming from Sherman, Texas, where he had been associated with the banking industry for more than ten years.



... obviously
my call was
not preceded
by a printed
sales piece
from

Bennett's

PRINTING - LITHOGRAPHY - OFFICE FURNITURE

1829 CORSICANA - DALLAS - RI-3201

Stationery and Supplies in our Merchandise Mart Shop



In the
Dallas tradition



An average of over 33,000 copies are published monthly for subscribers throughout the U.S. and 57 foreign countries. A single month's copies would tower twice as high as Dallas' tallest skyscraper.

the Petroleum **Engineer**

*paces its industry
publications field*

In 1929, THE PETROLEUM ENGINEER published the first magazine expressly edited for engineering-operating men in the oil and gas industry. In 1949, The Petroleum Engineer introduced its now famous four edition publishing plan. Since that time PE has led all oil publications in advertising gains . . . all monthly oil publications in paid circulation gains. Only The Petroleum Engineer among oil publications lets the reader choose editorial matter to fit his specific job interest . . . whether one of PE's three

specialized editions, or integrated coverage of the entire industry through The Petroleum Engineer for Management.

With the acquisition of American Gas Journal, the 97 year old gas utility publication, PE adds another significant "first". With four great oil and gas magazines under one great name . . . plus the American Gas Journal, The Petroleum Engineer is the *only* publishing company to provide complete coverage of the oil and gas industry, from shot hole to burner tip.

the Petroleum
Engineer
PUBLISHING COMPANY

Edited and Published in Dallas, Texas • P. O. Box 1509

Dallas *Pioneers*



Established

1857 Sanger Bros.
in Texas
Opened Dallas Store in 1872

1869 Padgett Bros.
Company
Leather Goods —
Wholesale and Retail

1872 Huey & Philp
Company
Wholesale

1878 National Bank
of Commerce
Banking

1887 Buell & Company
Building Material
Distributors

1889 Austin Brothers
Steel Co.
Steel for Structures of Every Kind

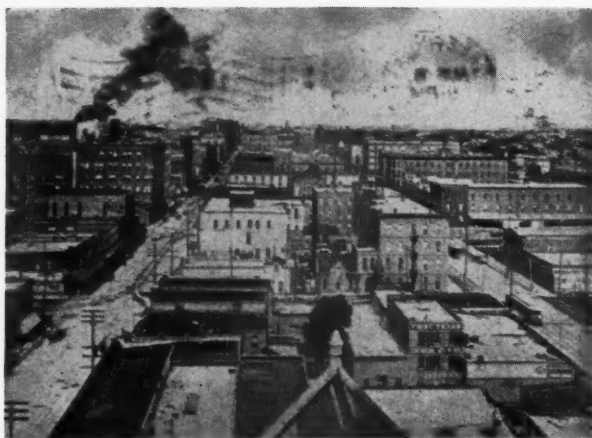
1889 J. W. Lindsley
& Company
Real Estate and Insurance

1892 The Egan
Company
Printing, Lithographing, and
Embossed Labels

1893 Fleming &
Sons, Inc.
Manufacturers — Paper
and Paper Products

1896 Briggs-Weaver
Machinery Co.
Industrial Machinery
and Supplies

1898 The Praetorians
Life Insurance Service



STREET cars were the backbone of Dallas' high-speed transportation back in 1907 as pictured on this postcard view of the city looking east from the Court House. Mailed to Green Bay, Wisconsin it carried this notation: "This is a busy town, 103,000." In the foreground of this view is the first Dallas plant of the First Texas Chemical Company then located at 111 South Market Street. Organized in Paris in 1901, the firm moved to Dallas in 1903. It was the first company in Texas to enter the field of pharmaceutical manufacturing. That same year, the present head of the firm, V. M. Payne, joined the company as its first salesman. During the intervening years, this firm has been headed by such outstanding Dallas men as Colonel C. C. Slaughter, J. L. Lovejoy, Albert Handley, C. W. Leete and J. S. Keene. Its present three-story modern \$500,000 plant at 1810 North Market is a far cry from the modest quarters that housed the firm during its first years in Dallas. During the intervening half-century the population of Dallas has increased at least eight times over and manufacturing rather than merchandising has become the mainstay of the Dallas economy. Today, The First Texas Chemical Company manufactures a complete line of pharmaceuticals and specialties for distribution through ethical channels to wholesale and retail drug firms and hospitals throughout the South and Southwest.

Business Confidence Built on Years of Service

Old firms like old friends demonstrate their worth by dependable service through long periods of prosperity and adversity. The Dallas business pioneers listed on this page have progressed with the city they have helped to build. Their long and successful operations point up to the economic power and stability of the community. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.

Established

1900 John Deere
Plow Company
Agricultural Implements

1902 Cullum &
Boren
Red Fox Athletic Uniforms
Wholesale and Retail Sporting Goods

1903 Republic Insurance
Company
Writing Fire, Tornado, Allied Lines,
Inland Marine, and Automobile
Insurance

1903 First Texas Chemi-
cal Mfg. Company
Pharmaceutical Manufacturers

1904 Burton & Wilkin
Over 100 Kinds of Insurance Sold

1905 Rubenstein &
Sons, Inc.
Gulf Princess, Ready To Fry
Breaded Shrimp
Lady Rita Shelled Pecans

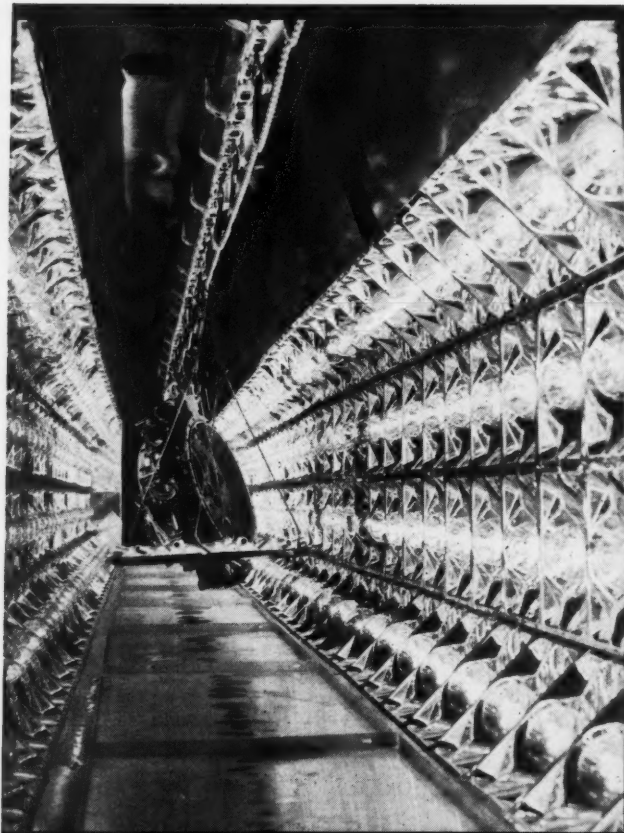
1910 Moser Co.
Realtors
Industrial and Commercial
Leases and Sales

1911 W. W. Overton
& Co.
Investments

1911 Graham-Brown
Shoe Company
Manufacturing
Wholesalers

1912 Stewart Office
Supply Company
Stationers — Office Outfitters

FAST, FLEXIBLE INFRA-RED HEAT



An interior view of the infra-red oven used by Southwest Airmotive Company.

If you bake enamel on sheet metal . . . quick dry painted parts . . . or mass heat products, it will pay you to find out what a wonderful job fast, flexible infra-red heat can do for you. For more information, just give us a call at RAndolph 9321, extension 679. No obligation, we're glad to help.



Cuts Costs Speeds Production *at* Southwest Airmotive

Time and costs are cut to a fraction . . . production is increased at Southwest Airmotive Company with the use of an electric infra-red heating oven to dry aircraft engine parts. What was once a costly, time-consuming job now becomes a quick, economical one.

Infra-red heat requires a minimum of warm-up . . . need not be turned on until the materials to be heated are ready. Lightness of construction and small space required for infra-red units make them extremely flexible and easy to use in any operation.

Production hours are saved because the increased baking temperature of infra-red radiant heat reduces required baking time. This increased temperature and the uniform and accurate heat produced by these lamps give a finished product of superior quality.

DALLAS POWER & LIGHT COMPANY

Tick-tock...tick-tock...

the whiskey that
didn't watch the clock...
seven long years!



*Superior
from the start...
after seven years
Supreme!*

OLD CHARTER

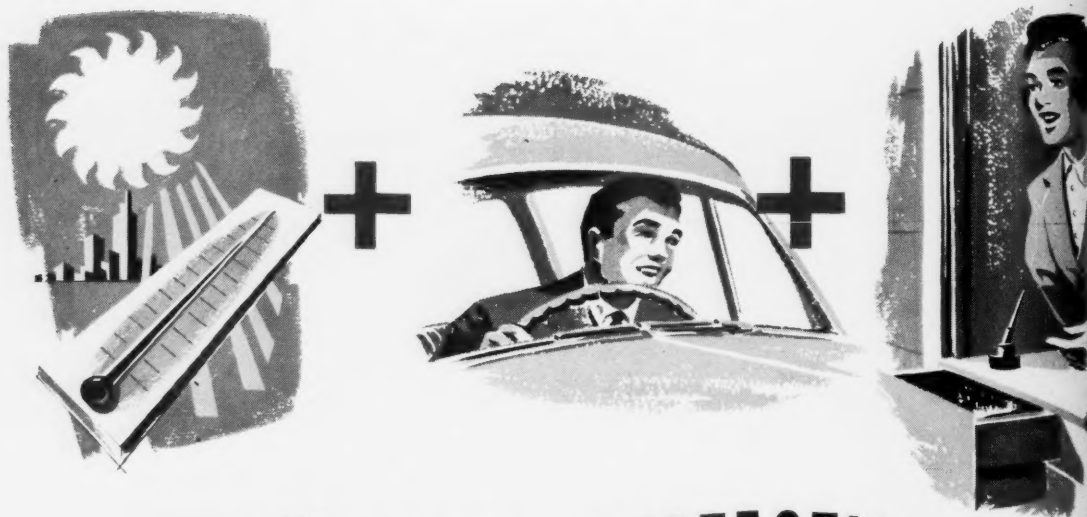
Kentucky's Finest



Straight BOURBON

DISTRIBUTED THROUGHOUT TEXAS BY PENLAND DISTRIBUTORS, INC.

STRAIGHT BOURBON WHISKEY • 86 PROOF • 7 YEARS OLD • OLD CHARTER DISTILLERY CO., LOUISVILLE, KY.



= WEATHER PROTECTION

When a searing summer sun beats down on heated pavements,
and each block you walk seems a country mile,
the added convenience of banking from your car
is especially welcome. With no traffic headaches, or parking
problems you save both time and manpower.

No need to dress up — come as you are. Representatives
of business firms drive right up to the teller's window and
make bank deposits or pick up payrolls without ever
leaving the car. We'll have your payrolls ready
if notified in advance. Four windows are staffed to serve you.
Just drive in on Commerce... out on Main.



YOU NEVER LEAVE YOUR CAR

MERCANTILE NATIONAL BANK

DALLAS, TEXAS

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION



